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# MODERN SHOW CARD LETTERING DESIGNS ETC

WITH

## 2000

bright clear-cut

## ADVERTISING PHRASES

FOR

## DISPLAY SIGNS SHOW CARDS AND POSTERS

PRICE: \$1.00



PUBLISHED BY  
THE THOMPSON SCHOOL OF LETTERING  
PONTIAC, MICH.

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# PREFACE



A system for learning Show Card Lettering must combine a definite and a methodical arrangement of practical copies with instructions in detail as to practice, materials used, etc.

Among the hundreds of technical books on the market today there are few if any on the subject of general show card lettering that meet the exacting requirements for success among beginners and those of some experience.

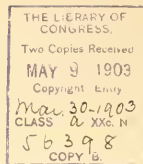
A special and distinctive feature in this book is the careful arrangement of graded copies and instruction designed for practical business purposes. Many have grown discouraged trying to learn the art alone. To those this book comes as a most welcome aid by giving reliable and trustworthy instructions with copies for practice.

We believe our friends will find it an invaluable aid to all who want to acquire a beautiful and rapid method of practical lettering.

*Pontiac, Mich.*  
1903.

**W. A. THOMPSON**

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# SHOW CARD AND TICKET LETTERING

## How to Begin and Necessary Material

The first lesson we begin with No. 1 Marking Pen, which throws a solid line or stroke 1-8 of an inch wide. The Marking Pen is a strong and perfect device for rapid and clean-cut lettering for small cards, tickets, etc. The use of these pens—different sizes—1-16 to 1-2 inch wide, enables the learner to acquire a substantial and easy method of understanding the proper form and slant of all styles of lettering without the perplexing and laborious task of learning the art with a sable lettering pencil. Our method, if carried out by careful practice and strict attention to the instruction that accompanies each lesson, will bring the student in a very short time to a full mastery of general show card and off-hand lettering with either pen or brush.

**INKS** A good ink is very important for neat work. Common writing fluid is too thin to produce a deep color or brilliant letter. You need ink strong in color with enough Gum Arabic in it to be about the thickness of common syrup or varnish. This will keep it from flowing too freely. Should the ink become too thick and make broken work in your lettering, add a few drops of water and mix. Marking and shading inks on the market, made of good material and of the proper consistency, will flow free, cut clean in lettering and dry hard with gloss.

In practical work it is a decided advantage for the card writer to be enabled to make marking or shading inks as needed. So we give a simple and neat method as to how the student may make inks from the start by preparing the



Figure 1.

same at first cost. First take a package of "Thompson's Ink Powder" of the desired color from your outfit and pour contents into an ink bottle. Fill the same nearly full with warm water. This will dissolve the ink powder instantly and make an exceedingly strong solution. Now, all that is necessary is to get good Gum Arabic mucilage and color same by adding a few drops of the ink powder solution. Very little of the solution will produce a brilliant and deep color. If the ink should be too thin add a few pieces of Gum Arabic about the size of a pea; this will make it of the proper consistency. Should the ink become too thick and make broken work in your lettering, add a few drops of water. Very little practice will overcome any difficulty in making and using this ink. For a neat and clean method it would be advisable to get six or eight wide-mouth ounce bottles at a drug store, or any small and low set bottles that may be at

hand. In this way one could have a full line of inks and color mucilage as needed.

In regard to mucilage we may say there are many brands of commercial mucilage now on the market which contain a combination of glue, acids, etc. This very often does not give the best results for clean cut lettering. The best to use is pure Gum Arabic of an ordinary grade (not pulverized.) This, when dissolved with water so that it will bring it to about the consistency of syrup or varnish, may be colored by adding a few drops of the ink powder solution of the desired color. If you make the mucilage in this way always strain through coarse muslin. For individual work an ounce bottle or an ordinary ink bottle of mucilage is plenty to color at a time and will be easily kept in good working order. Marking and Shading Inks, generally retailed at from 15 to 25 cents per bottle—the contents of same can be prepared in this way at a cost of one to three cents per bottle.

**PRACTICE PAPER** Any paper of a smooth and firm surface will answer; wrapping paper of this quality will give good results. Don't use paper of a glazed surface. "Butchers' Manilla," generally used in meat markets, is about the best thing that can be had for pen and brush practice. Marking ink and water color paints set up nicely on this paper and will give justice to every stroke you make. It is a splendid paper for practice and costs about 2 1/4 to 3 cents a pound. Cross ruled paper is recommended if you are a beginner. By this you have a guide in keeping the pen at the proper angle.

**CARE OF PENS** Before you commence place a glass upon your table containing about a half inch of water, then place pens in this as in glass on table in Figure 1. This will keep them in good order for doing nice work. When a method of this kind is not used the pens are liable to get clogged, which is very vexing, as rough and broken letters is the result.



Figure 2.

**USING INK** Never dip marking pen in ink. Figure 2 shows a neat and quick method of inserting the ink in pen. Take a tooth pick, lead pencil, or small splinter of wood, dip same in bottle, then drop ink by this means between blades of pen, one or two drops at a time. Don't overload your pen.

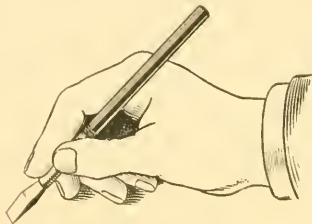


Figure 3.

**HOW TO HOLD THE PEN** Observe Figure 3 closely.

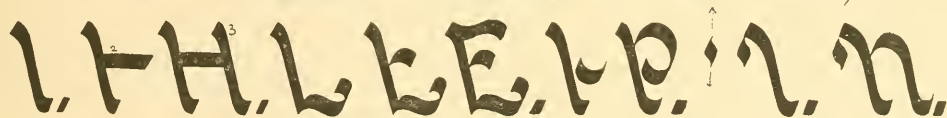




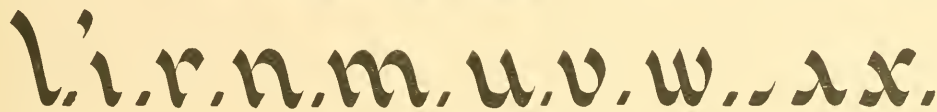
Correct slant or position of pen in all styles of lettering. Hold the pen same as ordinary pencil. See Fig. 3.



Always keep the pen at one angle, no matter what angles or curves you may practice.



The stroke "l" most important character in this alphabet.



The above line of lower case letters are made of stroke "l"—half length.

take the pen in your hand and hold in an easy and natural way, as suggested in this illustration. see that the nib of the pen is at an angle of about 45 degrees from the base line and preserve this position in all marking and shading pen lettering. When you have caught the idea you have already learned one of the first essentials for rapid and ornamental lettering with an easy movement.

**HOW TO LETTER** Practice a few minutes with a dry pen, following the strokes or principles given in this lesson, then write copies of same on your practice paper. Before commencing to letter see that your pen throws a full and clear stroke. Have a small slip of paper at hand to make test strokes before beginning on any particular work. If you are careful a base line will be all that is necessary to preserve the proper position. Go slow, study the position and movement of the different characters. In lettering always use downward pressure and only sufficient to make the ink flow. The pen should never be moved upward unless running edgewise. Fine lines are made by sliding the pen in this way, either up or down.

To be successful in this line of work it is very important to pay particular attention to every detail connected with each lesson, studying as well as practicing the outlines and construction of each letter.

#### Number 2.

Study and practice on the construction of letters given in the first line of illustration, and review work on No. 1 before commencing on alphabet.

For a quick mastery of any style of lettering it is necessary to get familiar with the component parts and the order in which they make up a complete letter. Practice carefully on "1" stroke and oval of "O". Always hold pen so that the blades will retain the same slant. Study proportion, spacing and freedom of movement. When lettering lift the pen after stopping—not while in motion.

If, at any time you find your Marking Pens do not work

satisfactory and have a tendency to scratch, get a sheet of emery cloth, number 00, and cut a narrow strip of this and tack the same on a small piece of board about 2x6 inches. Draw the blades of pen firmly over the emery cloth lengthwise. This will make the pen smooth and quickly put it in good order for neat work. See that the nitches or teeth of pen are clear, a thin knife blade will remedy any trouble in this line. Always place pens in glass on table or desk as shown in illustration (Lesson One) before beginning your practice. If anything should occur with your Shading Pens use a smooth oil stone in place of emery cloth. This is important for a smooth surface in order to produce the flat tint or shade of letter.

It is not all study, nor all practice that wins in show card lettering, but a combination of both.

Be sure you understand the proper method for best results.

That the pen, arms and paper or cardboard are in proper position.

That the pen contains enough ink—not too much.

That the entire point of pen rests full width on practice paper.

That the pressure of pen is just enough to secure a full and even stroke.

Be careful to use very little of the Ink Powder solution when making Blue or Green Ink. If you get either of these colors too strong they will show almost a dense black. For a bright blue or green color, simply add a few drops of the Ink Powder solution of the desired shade to a small bottle of mucilage.—See Inks, First Number.

~ J ~ A. ~ L B. C C C. ~ L D.  
A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z. & c.  
a b c d d e f g g h i j l m n o p q r s t u v w x y z.  
\$ 1 2 3 4 5 6 7 8 9 0 ¢

### Number 3.

Before beginning on this alphabet it would be well to review the instruction and outlines given in Number 1 and 2 in regard to position of body, pens, inks, etc., also practice faithfully on the outlines and alphabet of same.

In this number you will notice the letters are vertical instead of slanting style, as in former lessons in pen lettering. This alphabet may be made very rapidly and also have the appearance of being somewhat tasty without extra effort, as the letters are formed by natural and rapid strokes of the pen. The size of the letters may be varied by the use of narrow or wide marking pens. The proportion may be varied by making the letters tall and slender or by making them low and extended. Study and practice especially the form and make-up of each letter, then you will be in good position to vary the proportion of lettering or wording on either small or large show cards, tickets etc.

Pay attention to a few general rules, as follows: For A make the bottom a little wider than B at its widest part. The first strokes of E and L are practically the same. Make the top stem of F as long as top stem of E. Always have the middle stem exactly like E; first stroke of G same as first stroke of C, but a little wider, so as to allow for short horizontal stroke and curve as finish. Make H almost the same width as D. When making letter S always begin with stroke at bottom and build up, the top stroke

being the last made, and should be shorter than stroke at bottom. The rest are all easy when you have mastered this alphabet so far. The lower case letters given in the illustration will be found very interesting, as a few simple strokes make up the set.

The perpendicular stroke, full and half length, is used in h, d, f, h, i, j, k, l, m, n, p, q, r, t, u,. If the outlines and instructions in each of these lessons are followed faithfully, the learner, in a short time, will be able to form letters free hand without a ruler, compass or any other guide, except the eye. Spacing should be determined by the form of the letters. Between full letters the space should be wider than between letters where a curve exists, or between those that are open. For example, FG, the space should then be narrower. There is no definite rule for spacing. Practice alone will teach you. As a general rule make the spacing between open letters narrower than between full letters. If the letters are full at the bottom, let the space at the bottom govern.

Practice faithfully and study spacing, make an effort to letter cards and tickets without tracing or guide lines. You will find in a very short time this will be an advantage in the work, and also the lettering, when finished, will present a more handsome appearance than drawn strictly to measured lines. Our next number in pen lettering will be Shading Pen Work—two colors or shades at one stroke of the pen from one color of ink.

A A B C D D E F G H I J  
K L M M N N O P Q R S T U V  
W X Y Z. - & &c.

a b c d e f g g h i j k l m n o p q r s t u v v w x y z.

Rapid Show Card Style.

## Automatic Shading Pen Lettering

The Automatic Shading Pen is so constructed as to produce two colors or shades at one stroke from one color of ink. It is a strong and perfect device for rapid and ornamental lettering of various styles, and is daily becoming better known and its field of usefulness is unbounded. The work being above the ordinary style of printing or writing, attracts attention to the goods advertised. Notwithstanding the many merits of these pens many have found it difficult to get good results, simply by not understanding or having a proper method of lettering to do the pen and themselves justice.

If you have carefully followed the instructions and outlines in former numbers you will now be in good position to make a very creditable beginning in Automatic Lettering, and in a short time you will excite the curiosity of your friends by rapidly executing new and novel designs in general lettering, also in forming combinations of colors and shades in a few minutes that can not be duplicated in as many hours by the most successful sign painters.

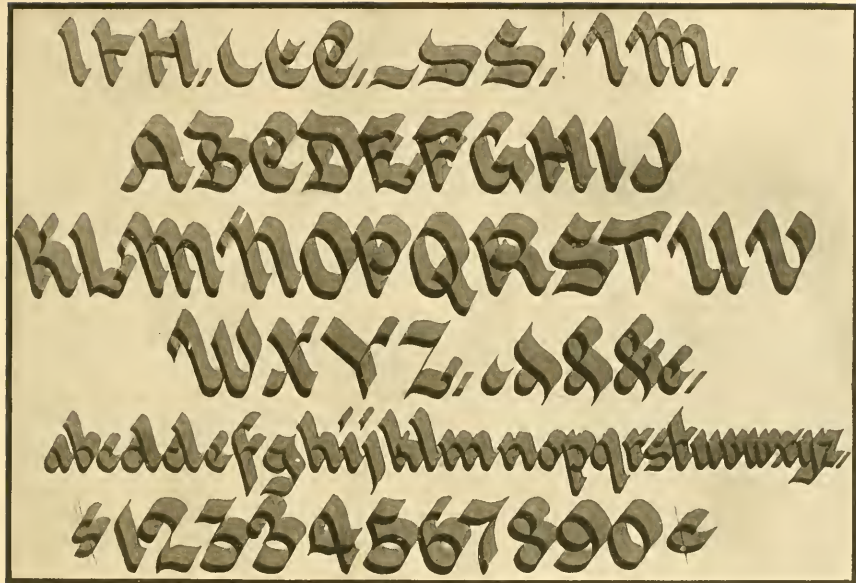
Outside of the practical and unique effects in this class of work by these pens, they enable the learner to acquire the proper forms and slant of many styles of lettering with a greater degree of ease and accuracy than can be done in any other way. This work and practice will be found valuable when beginning on Brush work, as it will aid the learner to make rapid progress in off-hand lettering, and also be an advantage to the more advanced student.

In this number we present a rapid marking alphabet. You

will notice the Shading Pens used are considerable wider than the Marking Pens you have been using in former numbers.

Hold the Shading Pen exactly the same as Marking Pen (see Fig. 3, lesson 1), and be careful to keep the pen at one angle—see lettering. Study carefully the combination of the letters, so as to have your shading uniform. This is important. See letter H in the large letters. (First line in illustration No. 4.) Make first stroke, then cross-bar and finish with last stroke. When making letter S always begin with bottom stroke and build up, the top stroke being the last made. Pay particular attention to the make-up of these two letters as you proceed, and you will readily catch the idea for neat joining of the different parts, so as to bring them clear and distinct. This will help you in forming the other letters of this alphabet. In the small letters note carefully the curves, length and width of each. See how the stroke "l" and the curve of "o" are combined. In making d, first make small "o," then add stroke "l" close to the right; finish b like o; h like n.

Once more in regard to your inks. Shading ink should be a little thicker than the ink for marking pens, but in your practice work, if you use ordinary manilla wrapping paper of a fairly smooth surface, the ink you have been using in former lessons will throw two shades and will work very nicely. In using paper or cardboard of a better quality, that is a hard, smooth surface, your shading ink will have to be of the proper consistency to produce two distinct shades. If your ink does not make two distinct shades (with the Shading Pen) it is too thin. In this case add a few pieces of Gum Arabic; this, when dissolved, will thicken the ink. If the ink makes broken work and does not work smooth it is too thick; to remedy this add a few drops of water and mix. When practicing always keep a glass with about half an inch of water in same on table or desk as in lesson 1, so as to keep your pens in good working order.



### Number 5.

In this number we have the alphabet as given in Number 3, but done with the Automatic Shading Pen. To combine the shade or flat tint in this style of lettering, careful study in the construction or make-up of each letter is very important, as success in shading pen lettering depends almost entirely upon a definite knowledge of how and when each part or stroke of the letter is made and connected.

Persistent practice on the alphabet of lesson 3 will help you wonderfully in freedom of movement in the style of lettering we present in this lesson. Practice carefully on vertical strokes and always try to keep your work compact—not too large in beginning, but keep close to the size of copy. Get

a definite idea of the strokes of the letter you intend to make before beginning. Put the pen on the paper or cardboard before starting the movement and stop the movement before or as you raise the pen.

In beginning the first stroke of second A, (large letters) draw the pen downward the length of letter, next add cross-bar just below the center, then place pen at top or beginning of first stroke and draw horizontal stroke about half length of cross-bar and run slanting stroke to the base line—see alphabet number 5. Note the construction of letters in first line of this illustration.

When you have mastered the work of this and former numbers you will be able to do very creditable work in either styles of lettering, such as German Text, Old English, etc.



— L B B, C C C,  
A A B C D D E F G H I J  
L K M N N O P Q R S T U V  
W X Y Z, & & &  
a b c d e f g g h i j k l m n o p q r s t u v w x y z,  
Standard, National.

# Ornamental Designs, Etc.

## For Automatic Shading and Marking Pen Work

Corner pieces, notice the construction of the first corner piece given in illustration Number 6.

It is simply made up of one simple oval stroke. In beginning make first stroke of small o for beginning of corner, then finish with strokes as shown in illustration. A very neat border can be made up by a continuation of this one stroke. The size of the border or center piece may be varied according to the size of pen used. Shading pens are of different sizes, from 1-16 to 7-8 inch wide.

The second corner piece is similar in construction and make up to that of No. 1, only the strokes are more precise in movement and require considerable practice to make parts uniform. This second corner piece is one of the best movement drills that can be had to strengthen, ease, accuracy and firmness of stroke in all styles of Automatic Shading Pen Lettering.

The third corner piece and following border outlines can be followed very easily. We present these illustrations simply to give an outline of this class of work. An endless variety of neat and pretty designs can be added by any one after carefully practicing the copies herewith presented.

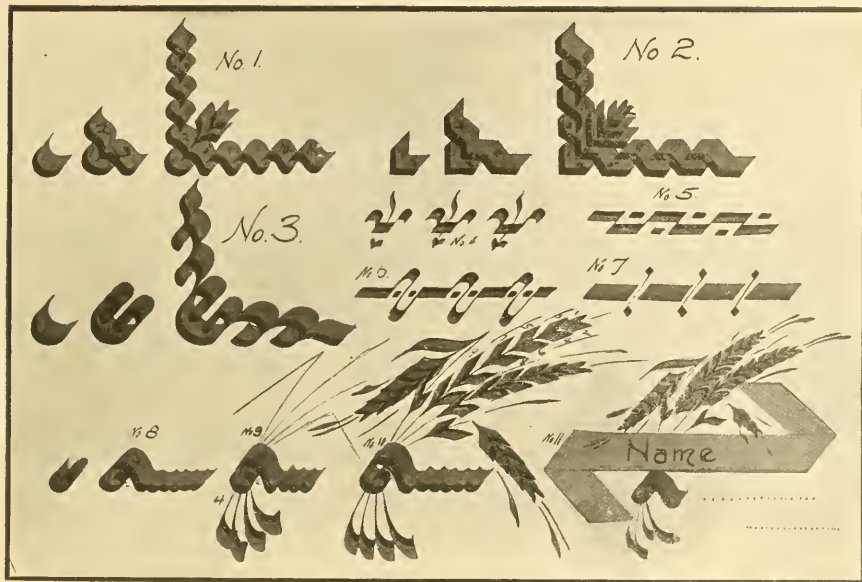
**WHEAT HEAD DESIGNS.** Notice the make-up of small scroll, after you have made this, take another shading pen and insert a suitable color of shading ink in pen, (generally a light brown or pea green) for the wheat heads. In preparing to make the wheat heads first reverse your pen so that it will make a mark opposite to that of general lettering—that is the heavy line or color of stroke being upward, then place pen at small circle of scroll—see illustration—and run pen downward and finish with slight curve to the right, make four strokes of this kind, then begin above the scroll and run pen edgewise and upwards, and complete the finelines in the direction given in first outline, then finish as shown in

second illustration. In finishing the wheat heads always begin at extreme point and work backward, enlarging a trifle at each stroke. In the last wheat design the broad flat tint stroke or background is made with a Non Shading Pen. Quite a variety of neat scrolls, tinted backgrounds, etc., of various sizes can be rapidly made in this way and can be used in many ways for special work, such as book marks and Christmas cards, by inserting name in place as shown in last outline in plate No. 6.

**GOLD LETTERING,** for fancy initials, can be quickly and accurately done with either Shading or Marking Pens, but with Shading Pens the ink must be in good working order to produce clean cut work. Very handsome lettering can be done by using purple shading ink, in fact any suitable color can be used if it is the proper consistency. In this class of work—first do your lettering as in the ordinary way, then in a few moments add Gold Bronze upon your paper or cardboard and draw or dust the bronze over the lettering with a soft cloth or wad of cotton batting, or a clipping of plush, then when thoroughly dry dust or wipe off superfluous bronze upon another sheet of clean paper so that you may use it again. Flitters, Diamond Dust, etc., may be applied in the same way with brush or lettering pencil. Mucilage alone is a good adhesive and quick in drying, and holds bronze or flitters securely with a high gloss. You will notice that the bronze does not adhere to the tint or shade of letter, as the ink of the shading dries almost instantly after leaving the Shading Pen. In this way you have a Gold Letter with a purple or pink thickness or shade which is governed by the color of the ink used. Flocks, Bronze and Metallics can be used with Marking or Shading Pen Lettering with neat and striking results. Very pretty work can be done with Marking Pens on curtain stuff or opaque cloth, in Bronze Lettering of various shades. When using flocks or bronzes always have your inks covered so as to keep them in good working order.

For Gold and Flitter work a few drops of glycerine added to Shading or Marking ink will be found an advantage for clean cut lettering, and have great adhesive qualities for Bronzes, Flitters, etc.

Number 6.



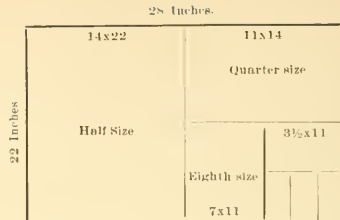
# PEN LETTERING

Demand for advertising cards made with Marking and Automatic Shading Pens is on the increase. The student who has acquired a fair degree of proficiency in this class of lettering, and becomes acquainted with how great a variety of work the pen is capable of and also how much such work is admired by all will find a steady and increasing demand for various styles of Display Signs and Cards in any locality.

The cards presented here for a review and suggestions embrace the alphabets that have been given in former lessons on pen lettering.

## CARDBOARD

Common white cardboard, 4 ply, is the best to use for general card and ticket pen lettering. Don't use cardboard of a glazed surface or in colors for pen work unless you use white ink. Considerable time may be saved if you get the idea of the many sizes that may be cut from a full sheet, and also avoid waste. Cardboard in large sheets measures 22x28 inches, and can be cut in small cards, any desired size, at a job printing office, or you may have it done at a tinsmith's shop by using the foot power shears, the cost will be but a trifle, if any, and you will have everything cut uniform. I will give a little outline here that may be used as a suggestion for cutting different sizes. Note the size of full card and parts.



Use scissors for cutting out price tickets that are not of a square cut. Odd or peculiar shapes, such as triangles, circles, crescents, stars, ovals, diamonds, etc., make very tasty cards and tickets, if not made too large. A very neat and dainty calling card can be made with either shading or marking pen, and a variety of styles of finish may be made by adding bronze, metallics, etc. Use No. 00 marking pen when a very small style of letter is desired. The specimens of show card work given in illustration Number 7 embraces a practical, every-day style of work that can be done very rapidly. Any one having mastered the two alphabets (marking and shading pen) used in the make-up of these cards will have little trouble with more elaborate styles. Study carefully the nature of the shading pen. See that you understand what is necessary to produce a full stroke in lettering with clean cut shading. Keep your shading ink of the right thickness. Don't get all the colors of ink you have on one card. Better use two colors with taste than half a dozen at random. Always aim for harmony and neat contrast in color when using ornamentation of any kind.

**Holiday  
Goods.**

Popular  
Good Value

A  
Superb  
Selection  
of  
Easter  
Dry Goods.

Special  
Imported

**New  
Styles.**

The Latest  
in

**Gloves.**

Best  
Quality.

**SARONGS.**

**Shoes.**

Perfection  
in fit, style  
and finish.

Dash,  
Comfort  
and  
Style.

**Wooly Silks**

at quite prices.

Dollars  
Do  
Double  
Duty.

**"Quality"**

Is the password.

The Beauty  
of the

**SEASON.**

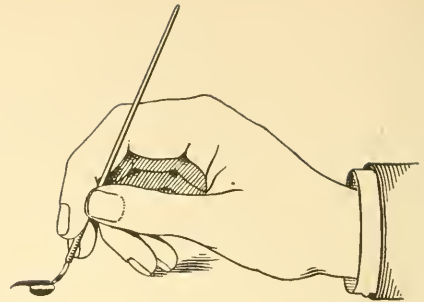
Number 7.

# BRUSH LETTERING

## How to Hold the Brush

The brush or lettering pencil should be held similar to the manner of holding an ordinary pen or lead pencil, except that the brush must be held more upright. Freedom in brush lettering is essential. For card work the arm should rest in a natural way upon the table or desk. This will allow it to roll on the fleshy part of the arm, just below the elbow. If you are not certain just where to rest it lay the hand flatly on the table so that the elbow will be about even with the edge of the table, then raise the hand slightly, opening and closing the same will cause the muscle to raise the arm. The muscle that raises the arm is used as a pivot for the arm to move or roll upon. By closely studying this you will have no trouble to secure a correct position. For small lettering, about one or two inches high, this position will be found very easy for rapid and even work. In larger lettering it is very often found an advantage to vary slightly from the above, but in most cases this position will answer nicely for good work. See illustration for holding the lettering pencil. Pay particular attention to the directions given and follow closely as possible.

The position at table or desk is the same as that in lettering with an ordinary pen, marking or shading pen. See illustration. Hold the brush firmly but in a natural way. Practice



on perpendicular and horizontal strokes, then try curved outlines and letters as presented herewith. In practicing on these be careful to maintain an even width of stroke in straight lines, ovals or entire circle. This is good practice and the foundation for success in all styles of brush lettering.

In making ovals and circles of the same thickness throughout considerable practice is required to revolve the brush (a trifle at will) in the fingers, as in making "O", or to be more explicit, it is chiefly controlled by the aid of the thumb.

Ovals as in letter "O", etc., may be made in two downward curves (right and left) or in one continuous stroke. When you can do the latter neatly without removing the brush, you have accomplished a very important movement in the make up of all styles of work. This when needed enables one to do full and accurate work without retouching. You will

notice in the exercises that the lettering is of a tip finish. The tip or small oval cross at top and bottom should be very light line, this will add strength and finish to your lettering. The advantage in this style of alphabet is that the letters are formed by natural and rapid strokes of the brush. It is a good one to cultivate the hand to steadiness, also to get familiar with the working of the brush in compact form. The size of the letters may be varied by the use of large or small brushes.

## BRUSHES

The card writer should have a variety of brushes of different sizes—not costly, but of a fair quality that will give good satisfaction. Many beginners make a mistake by using camel hair brushes, which do not have the required elasticity for good, rapid, clean-cut lettering. Red sable brushes, hair three-fourths inch long, are good, but expensive. Ox hair lettering pencils and brushes will fill the bill to a nicety for fine work and at a much smaller cost. An outfit for general lettering should be of different sizes, brushes that will throw a line one-sixteenth to one-half inch wide. They can be had in quills, red silk or gold thread binding, or in tin ferrules, also in metal silver plated ferrules. For lasting qualities tin or plated ferrules are recommended. For the best results pay particular attention to the care of your brushes. After using them in water colors clean with cold water occasionally before allowing them to dry. Always keep oil and water color brushes in separate places. Don't use them in a harsh way or get the idea that they are made for purpose

of mixing paints. Treat them right and they will easily give justice to every stroke you make. The points of brushes should be kept straight and protected when not in use.

## PAINTS

For general card or ticket work use either water or Japan colors. Do not use colors ground in oil for lettering on paper or cardboard. Water colors are the best to use. They are put up in small cans or jars and easily prepared for immediate use. All colors can be had in this form.

“EUREKA SHOW CARD PAINT”—for plain and fancy lettering, or “EVER READY PAINT INK” is recommended. Either of these can be had in white, black, green, blue, yellow and red. A very good and serviceable show card paint may be made by yourself. The colors usually employed are termed “Dry Water Colors.” They can be had at any drug-gist or paint supply store. The following will make up a good assortment of colors: Vermillion, ultramarine blue, chrome yellow, lamp-black and flake white or whiting, also some good gum arabic mucilage to use as a binder. Pure gum arabic in its natural state is excellent when dissolved with water and will flow easier for clean and even lettering. However, good mucilage will answer and is generally used for individual work.

MIXING—Mix any color desired by adding enough mucilage to make it about the consistency of thick dough, add whiting or flake white to any color you wish to be of a lighter shade, then grind the same by using a palette knife with a flexible blade, or other similar means which may be had at hand.



In place of a marble slab to rub or grind the paint on, a square piece of glass or large dinner plate makes a good substitute on which to grind colors. After mixing thoroughly to about the consistency of a thick paste, it will be ready for use. Mix each color as needed in the same way, and place separately in small saucers, tin cups or round tin boxes about an inch deep and two or three inches in diameter. If you use the latter don't fill them more than two-thirds full so as to keep everything clean and in good order. Mix up small lots at a time and see that your paint is thick enough for a firm and even stroke. These colors in mucilage will get hard when set aside or not in use, but that does not matter, as water will bring it to the proper consistency in a short time. When the paint

is of the right thickness and brush kept in good working order it has a tendency to grip the card or paper that you are working on, thus it will be seen the advantage and easy control of the brush in making full and even lettering. A little study here will soon show results to justify thoughtful, systematic practice.

To be successful in this line of work it is very essential to pay particular attention to every detail connected with each number, studying as well as practicing the outlines and construction of each letter.

**PRACTICE PAPER**—Any paper of a smooth and firm surface will answer. Manilla wrapping paper of this quality will give good results. Don't use paper of a glazed surface.



A B C D E F G H I J  
K L M N O P Q R S T U V  
W X Y Z. &c.

a b c d e f g h i j k l m n o p q r s t u v w x y z.

\$ 1 2 3 4 5 6 7 8 9 0 ¢

# BRUSH LETTERING

## No. 9

In this number we present a full alphabet which will be found very interesting and of practical value to the card writer. In beginning, a plain letter well made is far superior to a fancy letter poorly done. If you have practiced faithfully on the exercises given in Number 8 you will now be able to master this alphabet very readily.

Be careful to maintain an even width of stroke in curves, straight lines, etc. This will be found good practice and the foundation for success in all styles of brush lettering. Use one color till you can do fairly good lettering. Simple forms are not only more easily and rapidly executed, but they are more easily read by the general public than ornate styles; in fact lettering that takes the most time is worth the least from a business point of view—especially for temporary sign work, show cards, etc.

When lettering dip paint often and sparingly. The practice paper is placed straight with the edge of the table or desk; line of lettering may be varied from six to eighteen inches from edge of table. Be content to letter slowly at first and then to increase speed, which will follow very rapidly.

Practice free-hand light line circles and ovals. By continuing to do this with a brush charged with color you will find very little difficulty in making a circle or oval true

enough for all practical purposes. In fact you will very soon be able to run a full circle or oval so correct that it would be difficult to tell where you finished. Hold the brush in a natural way, yet firmly, aiming to be sure of the form of the letter you are about to make, but not overly anxious. It is possible to grip the brush or lettering pencil too firmly, which is often the result of over-anxiety or nervousness. Be sure you have the correct idea of the position or manner of holding the brush.

The student who is trying to attain perfection in brush lettering will find it of great importance to thoroughly master this alphabet. After proficiency in this has been gained the foundation is laid and all styles of lettering will come easily, for in these are found nearly all the lines of strokes from which other alphabets are formed, and by a thorough knowledge of their forms we can more easily distinguish whatever variations may occur in the make up of other styles of lettering.

Be careful to have your brushes and paints in good working order and make up your mind you are going to be a leader in this kind of work and you will win. Look backward, examine your work critically and if you find it defective, it would be time saved in the end if you return and practice faithfully on the particular stroke or letter that seems to be difficult. Use enough speed to insure smooth lines and graceful forms, but don't hurry. Now is the time to learn, not after you have other things to think about.

Be sure to practice on one size until you have it thoroughly mastered, then increase or decrease their size uniformly

**1 2 3 4 5 6 7 8 9 0**

1. 2. 2. 3. 3. 4. 4. 5. 5.

6. 6. 7. 7. 8. 8. 9. 9. 0. 0.

*1 2 3 4 5 6 7 8 9 0 \$ &*

• 2 2 2 • 8 8 8 • 9 9 •

in order that you may develop confidence in your ability to make each stroke in harmony, be the letters of any desired size.

Take B or D as the gauge by which to determine the general width of most letters. Pay attention to a few general rules, as follows: The first strokes of E and F are precisely the same. Make the top stem of F as long as E. Always have the middle stem of E and F a little above the center. Make the first stroke of G exactly like C, but a little wider, so as to allow for short perpendicular stroke and horizontal curve finish. Make H almost the same width as D. The bottom of K should be wider than top; let the second stroke strike the perpendicular stroke a little below the center and have the bottom slant stroke strike the upper slant, as shown in illustration. The rest are all easy when you have mastered this alphabet so far. Note the small figures; these show the order of how the different parts go together to make up a complete letter.

The lower case or small letters given in the illustration will be found interesting, as a few simple strokes make up the set. If these are followed faithfully the learner, in a short time, will be able to form letters free hand without a ruler, compass or any other guide, except the eye. Spacing should be determined by the form of the letters. As a general rule make the spacing between open or curved letters narrower than between full letters. If the letters are full at the bottom, let the space at the bottom govern.

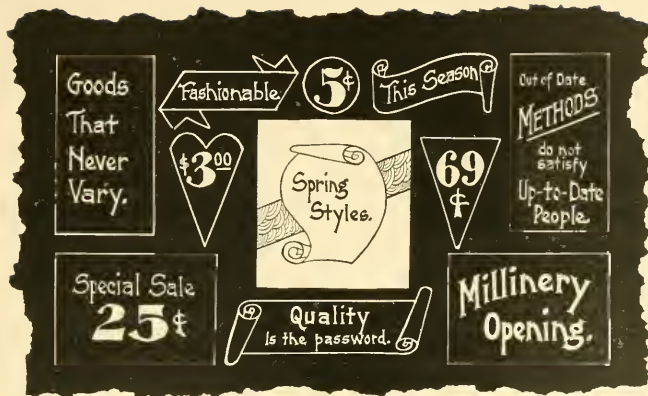
# BRUSH WORK.

## Number 10.

Making good figures is no more a gift than is good reading, grammar or any other attainment, and in the same way it is and can be acquired, viz.: by patient and studious effort.

Rapid lettering, figures, etc., is just as much a subject for study and thought as any other branch of education. Study must, however, be united with practice. The correct form and construction of general lettering and figures must be learned by study, while practice must give the manual dexterity for its easy and graceful execution. Many persons fail in this line of work from not properly uniting study and practice. Careful study with too little practice will give work comparatively accurate in its form and manner of construction, but labored, stiff and awkward in its execution, while upon the other hand much practice with little study imparts a more easy and flowing movement, but with less accuracy as regards to form and general proportion, which will commonly have a loose and sprawly appearance.

To make these figures easy the first requisite is a knowledge of form. The next and most important essential is skill with the lettering pencil, which only comes by proper effort, repeated. In beginning first take up the component parts of each as numbered in small figures in illustration. Practice on these until you can make each one any time of the day without preliminary practice. Review instruction given in



former numbers. Pay close attention to a few general rules while at work; that the brush and lettering pencil, arms and practice paper are in proper position, also freedom of stroke and steadiness or control of motion by the grip of brush upon the surface when lettering. (This is quite evident when paint is in good working order.) Show Card Paints of the right consistency will always work free and make a solid

and even stroke. Be careful not to go any faster than the work can be done well. Practice patiently and earnestly until a poor figure is an exception, not the rule.

The slanting figures given in illustration can be used to good advantage in all styles of card and ticket work, and when mastered becomes a general favorite.

# BRUSH LETTERING.

## Number 11.

In this number we present a variety of show cards and price tickets, made up of the alphabet and figures given in former numbers. This style of alphabet can be made very rapid in any size desired. The size of show cards depend more on the surroundings than on the amount of lettering they contain.

Cards, something on the order of "Goods That Never Vary," in illustration, should not be larger than 14x22 inches. In this size and about the same wording use a brush that will throw a line one-half inch wide. The same composition on a card 11x14 inches, or even less, may be made strong and prominent with a smaller brush or lettering pencil.

The tip finish—Small horizontal curve at top and bottom of letters will add strength to lettering of this style. This can be neatly done when you have the lettering pencil worked down to a chisel point, as when finishing a word, or when paint is about all used in the pencil. Care should be taken so as not to have too much paint on brush when adding this light curve stroke.

Price cards may be made any style or shape with good results. To cut out novel designs, first outline a pattern the desired shape and cut it true with scissors or sharp knife for a pattern in future use. Square cards may be made very neat with either a plain border line or simple scroll. In the illustration we give a few scroll outlines which may be used to good advantage. An endless variety of neat and novel designs can be used in the make up of display signs, window cards, etc.


  
**KLMNOPQRSTU**
  
**VW XYZ. &c.**
  
*abcdefghijklmnopqrs*
  
*stuvwxyz.*

# BRUSH WORK.

## Number 12.

If you have practiced faithfully on the alphabet given in numbers 8 and 9 you will now be able to master this number very readily.

In this style of alphabet outline a letter complete with No. 1 lettering pencil before filling in. Be careful not to get the light lines or joinings too heavy as this will have a tendency to make your work appear heavy and clumsy. Note the form and make up of open letters in illustration Number 12. The small figures show the order in which each letter is made. Make the upper part of B smaller than the bottom. The bottom stem of E a little larger than the top stem. G is

the same as C, but a little wider, so as to allow for G finish. Make the bottom part of K as wide as bottom of A. Let the slant line of K that forms the lap, strike the perpendicular stroke, a little below the center. First stroke of X and figure 8 should slant more to the left than the first stroke of either V or W.

For general proportion of letters read Number 9 and study the width and form of principal letters. Always have your lettering pencils or brushes in good working order before charging with color. Aim at all times to practice thoughtfully and with a view of improving each and every form. The small or lower case letters should be about two-thirds the height of large letters, and the extended letters as in b, d, f, h, k, l, to run as high as the capitals. The size of letters in this alphabet may be varied for any kind of work, and look well when in proportion.



A B  E F G H I J  
K L M N O P Q R S T U  
V W X Y Z . &  
a b c d e f g h i j k l m n o p q r s t u v w x y z .  
1 2 3 4 5 6 7 8 9 0

# BRUSH LETTERING.

## Number 13.

The alphabet presented in this number will be found very useful and practical in many styles of work. To make these letters easily the first requisite is a knowledge of form. The next and most important essential is skill, which only comes by proper effort, repeated.

Letters made up of light, curved lines are generally considered the most difficult. For the beginner it is advisable to sketch or outline the different characters with a pencil, until you are thoroughly familiar with the construction of each letter. Use head and base pencil lines and outline freely, depend more upon the eye for seeing and the hand for doing. Then, for further practice, fill in and finish with brush. The size of brush will depend upon the size of your lettering. Always keep on the lookout for improvement; close observation will assist you wonderfully.

There are a few stereotyped rules that one must bear in mind while at work; of course being careful always not to allow the rules to interfere with his own originality. These rules are so commonly known that we simply call attention to a few of them, such as position of paper or cardboard,

holding the brush, freedom of stroke, proper working of the muscles of the arm when resting on table, the steadiness or control of motion by the grip of brush upon the surface when lettering. (This is quite evident when paint is in good working order.) Brushes in good working order always before charging with color. Paint well prepared and in thick liquid form.

The rough or broken parts of lettering, or brush getting a "twist" and seem dead, as in turning up on the ends, show that some of these rules are neglected. Right at this point find out where you are deficient before going any further; it will be to your advantage to get familiar with every detail. It doesn't pay for a person to study who does not think. Aim at all times to practice thoughtfully and with a view of improving each and every form. This will mean effort, but it is only through repeated attempts that good work is possible.

The curved lines in forming letters as given in C and D, in Plate 13, are easily made and showy, especially in larger copies. Very showy work can be done by outlining the letters as given with a small brush, with black paint and filling in the body with a light pea green or orange color. Your work may be considerable larger than the copies presented.

For outlining the figures given in illustration see Number 10. The same bases is used in forming all figures. Variety of curved lines may be added to suit individual taste.

A B C D E F G H I J  
K L M N O P Q R S T U  
V W X Y Z.

abcdefghijklmnopqrstuvwxyz.

V. M. c e o o d b h k m.

# BRUSH LETTERING.

## Number 14.

The alphabet presented in Plate 14 is plain in reading qualities, unique in appearance and has a decided advantage over many different fancy letters. For advertising signs and special

Uniform and free movement is the foundation for success in this style of lettering. Practice on broad strokes as in the latter part of capital A. This, you will notice, is one of the principal strokes in this alphabet. Notice the many letters that this stroke is used in. The strokes should be made with a slow and uniform speed to enable one to use taste and good judgment. Learn to raise the brush and replace it skillfully when outlining letters with Number 1 lettering pencil—see V and M in last line of illustration. At first no attempt should be made at speed.

The oval letters, C, G, O, Q, will be easily mastered, as they are something of the style of those in Number 12.

The lower case letters will be found interesting, when the different parts are understood and the simplicity of putting them together. This style is more rapid in execution than generally believed by those not familiar with the foundation of the component parts.

You will notice this latter stroke is used in the second stroke of small letters, b, h, m, n, o, p, v and w, also notice the first stroke of o, is used in c, d, e, g, o, q and v. Very speedy and accurate work in this style may be done if you keep your brush in good shape. Always try to keep the point of brush something of a wedge shape, or like that of a screw driver, The flat sides of the brush should be drawn over the edge of the saucer, tin cup, or any paint receptacle used, so as to free it from superfluous paint. Reverse brush often, this keeps it from twisting.

If you find difficulty in getting a neat curve or stroke for small letters, as in o, e, top and bottom strokes of S, take a marking pen of a good size and practice on these strokes merely to get the correct idea of form and movement. Notice first stroke of small o, this can be made very quickly with a pen also the second by beginning at the point of the first, the pen resting full width above same in an oblique direction, then draw the same down to meet the upper right hand point of stroke at base.

In this style of lettering success depends largely on a close study of form and the working of the paint and brush. Keep your brush in good working order so that it will be sensitive in touch and throw a smooth line. Study and careful management of same will enable you to do very accurate work—almost as true in outline of curves and strokes as that made with a broad marking pen.

A B C D E F G H I  
J K L M N O P Q R S  
T U V W X Y Z.

a b c d e f f g h i j k l m n o p q r s t u v w x y z.

S o c c e d h s t u w k

# BRUSH LETTERING.

## Number 15.

Script lettering will always be admired by the public, and in many cases preferred by business men for neat window signs and special advertising work. The alphabet herewith presented is given more for the practical than the artistic, but at the same time the instruction in regard to the general make up will be found valuable to all who wish a substantial basis or system to work from for the ornamental. As can be plainly seen the forms are much unlike those in ordinary writing, being made heavy in many respects, so as to be used for rapid brush work. The stem stroke used in first part of capital A is one of the most important characters, note the heavy base curve. This is considered to be easier in execution for the beginner and more prominent for practical show card work than the oval finish or graceful line. The letters given do not look so well as they will in sign work. Here, they are rather crowded. A script sign should never be cramped, or lack for space in the least, in order to give the capitals a free and bold swing. Quite graceful and artistic work may be made by modifying this style. As it is, they are given more to illustrate a method of easy construction and a style of practical, every-day work. In beginning use a smaller brush than that used in ordinary lettering, with hair somewhat longer, one that will throw a line one-eighth inch or less. Make your work larger than the copy presented—twice or three times the size. Outlining, something of the order given in lower line of Number 15, will be good practice and a substantial way to get familiar with this style of lettering.

Some of the ovals will be difficult in the beginning to execute without showing nervous kinks, but this can be overcome by earnest, systematic practice. Ease in execution will do more toward making your letters smooth and full than anything else. When you can make either in good form and the stem character as in A and B you have this alphabet well under control.

**Lower Case Letters.** The quick mastery of the small letters depend entirely upon the degree of skill reached in making an oval as outlined in lower line of illustration, as in o, the same principal is used in making c, by adding slight turn of stroke as shown, also notice e in dotted outline. In making letter r first make c, then stand outline i close to the right. For d use the same form and extend the i stroke upward to the height of letter t, as indicated by dotted lines. Letter h, loop letters are simple when you begin right; note the initial stroke for h loop (beginning at base) the same as when making loop for l, b, k. By studying the dotted outlines for main body of h and l the forms of each can be made quite accurately. In the alphabet you will notice these letters in both styles—loop and solid stroke, either way may be used, that depends on one's fancy. Finish h like n, b like v. Note the construction of u and w, in lower line, for u begin at base line and run curve stroke to the top as shown, then short horizontal stroke, then a straight oblique line to base with curve at bottom and ascend to top again and finish same as first part. Study the different parts in the order in which they are made and you will have little trouble in making rapid progress and at the same time often be surprised with the accuracy and simplicity of doing this work off hand, which to many is laborious and discouraging when not acquainted with a proper method. Also notice the stem strokes of capitals in lower line, the first for heavy base curve, the second for oval finish, either style can be made very neat in large lettering, such as window work or advertising signs.

From this on keep the mind on speed and increase it as form and movement control will permit.

Spring  
Styles

Suit to Order  
\$19.50

5

1.25

Bates  
\$6.75

The New  
Amber  
Draperies  
25c  
per yard.

7

15

4.5

Advance  
Styles

Art  
Tailoring  
Our  
Specialty.

The Latest  
in  
Gloves.  
Best  
Quality.

Grace  
Jewels  
22c

3.00

25c

75c

Standard  
Goods.

These Are  
All  
Made-to-Order  
Garments  
—New—  
Excellent Values.

High-  
Glass  
Clothing.

We  
Fit  
the  
Hard  
to  
Fit.

Advance  
Styles  
A  
Superb  
Selection

# BRUSH LETTERING

## Number 16.

There is no other advertising as cheap, and at the same time as effective as Show Cards. Large business firms recognize the efficiency of display signs and tickets in advertising and drawing attention to goods displayed throughout the store.

Show cards are of several kinds. There is the show card of a permanent character and the temporary show card—that which is generally used for special sales, openings, etc. For permanent cards, considerable care should be taken in the preparation and wording, while the temporary card merely calls for “something neat and quick.”

A few specimens are given in the illustration that will be of interest to the beginner in brush lettering. These are made up of the alphabets given in former numbers and will give you an opportunity to review your work in a practical way. Common paper will answer for practice on these outlines.

For card work use the same quality of card board as advised for pen lettering, only that it be 6 or 8 ply. The thickness of cardboard is generally governed by the size of the sign you wish to have. For a full size card, 22x28, 8 ply would be required so that it would stand up in good shape. Smaller cards may be of lighter grade. For lettering use black or one color until you can do a fairly good job. Be careful in using colors. Don't make a red letter and shade it with blue, or vice versa. Don't use a variety of colors or a different color for each letter of a word you want to bring out prominent. Don't

make the upper half of a letter red and the bottom blue; if you do you are going to produce a card that is hard to read and lacks taste.

If you are fixing up a display and want to use “red, white and blue,” take white cardboard and run parallel stripes of red and blue (equal space between these for white), either vertical or horizontal. Do this with a flat brush that will throw broad stripes the width you desire at one stroke, and paint the wording in black. A number of these cards neatly arranged in design will make a very effective showing.

In show card writing remember that colors show their original and true strength when used on a white surface. Red painted on blue will have a pronounced purple shade, while blue on yellow will show up green, and so on, the background color modifying the other in every case, except, of course, black. Black looks well on almost any color.

Very pretty and effective show card embellishments can be made by the use of pictures taken from your trade journal, daily papers and other publications. See card “High-Class Clothing,” in illustration No. 16.

When these are cut out, true in outline, and pasted on a card with suitable wording, they make very attractive show cards. Pictures relating to almost every line of merchandise can be used with good effect, and if properly done will give every evidence of being a part of the entire card, made expressly for the occasion. Large pictures can be used in the same way, and when finished will make an up-to-date poster. There is no end to the variety of work that can be done in this way, and at the same time at a trifling cost. When you



select a picture for this work cut it out neatly—that is, follow the outline of entire illustration, then you give the back of same a thin and even coat of mucilage, and place it exactly where you want it on the card. Now, place a sheet of blotting paper over it, so that you may press it firmly to the card. Any muncilage that may appear around the edges of picture use blotting paper to absorb it. At this point always use white blotting paper or a clean rag so as to make a clean finish. By a little practice you will be able to produce some very novel designs in this way.

The fewer the words on a show card the better it will be as a rule. Show cards are sometimes more effective with edge lines or borders, and sometimes are better without them. A card with lettering of uniform size and considerable space outside of lettering will present a neat and tidy appearance without margin lines. When the lettering varies in size and the spaces between lines are not uniform, a line run about an inch from the edge of card will make it appear more com-

pact, and generally add to its appearance. Run narrow border lines with ordinary lettering brush or striper. When a very broad border is desired flat brushes can be used to good advantage. Have your paint in good working order, so that it will throw a stroke same thickness throughout the length and width of card.

In making wheat heads, as shown on card "Advanced Styles, A Superb Selection," this may be done with either brush or Shading Pen. For outline in pen work see Plate No. 6. Turn the card so that each stem or wheat head will be in proper position as you finish each.

To get a natural appearance for wheat use brown ink, light shade, or if a light, delicate green is desired, add about two drops of green ink to a half ounce bottle of light brown. This will make a very pretty shade. Always aim for harmony and neat contrast in color when using ornamentation of any kind.



For an easy method of forming letters see the above illustration.

## PAINTS

It is not necessary that the card writer should carry in stock many different kinds of colors, tints, etc. If he is acquainted with how to mix them so as to produce different tints, all that he needs besides black and white, are the three primaries—red, yellow and blue. A knowledge of harmony in colors consists in knowing how to unite extremes of light and shadow by the use of intermediate tones that will subdue the harsh effect of the use of opposites. If colors are used properly they may be bright and clear, but still be in harmony. To do this the learner should be thoroughly acquainted, both with all the different mixtures and contrasts, and above all, the complement of each.

A contrast is effected by placing two colors that are opposite to each other in effect, and to harmonize them is knowing

what color to use to tone them down. It would be a difficult matter to give you a table of tints that could be altogether relied upon, on account of the different degrees of strength of the various colors, but the following will give a practical basis from which to work, and extensive enough for the general use of the practical card and sign writer who is in constant demand for various styles of work:

Lemon—White and yellow.

Buff—White, black and yellow.

Orange—Red, blue and white.

Purple—Blue, white and red.

Olive—Green, yellow, black and white.

Chocolate—Black, red and white.

Rose—Yellow, white and red.



Several styles of ornaments may be used in connection with alphabets No. 12 and 13, they will admit of many modifications, both in construction and finish. In fact, there is no limit to invention and improvement to display lettering. Notice the above illustration.

Taking any of these letters as a basis, the student can easily make a complete alphabet. In doing so be careful to preserve, as nearly as possible, the same features in every letter. Some very neat initials can be made in this manner

by simply changing a line, shadow or part of the letter. This is a splendid method of practice, as it gives facility of hand in drawing and shows in what a variety of styles of finish any alphabet may be used. Care must be taken in any kind of finish in order that it may be uniform and harmonious. Don't use two styles of ornament or finish on one card, unless it be for initials only. Follow the rule, "What is done to one part of a letter should be done to the corresponding parts of all the letters in the line."

## 2000 Advertising Phrases for Show Cards, Posters, etc.

---

### A

Allike in Quality, Different In Detail.  
A Beautiful assortment at prices away below the Regular.  
A Glorious money-saving Opportunity.  
After these are gone, no more; Its just changing money.  
Always make excellent Holiday Gifts.  
Always acceptable and always the Best.  
A select line and new Styles.  
A Style to Fit Every Fancy.  
A Great Truth Quickly Told.  
A Business Proposition Pure and Simple.  
Attractions Abundant.  
An Appeal to Your Taste.  
An Angust Opportunity.  
A Corner on Good Things.  
A Gold Mine of Goodness.  
An Easy Shoe at an Easy Price.  
An Old Favorite at a New Price.  
A Tempting Price on Tempting Goods.  
A Small Allowance Goes a Great Way.  
A Sale Today and a Friend Tomorrow.  
A Limited Number, But an Unlimited Value.

A Breezy Bargain.  
A Great Clearance.  
A Furniture Furor.  
A Satisfactory Article.  
At Rock-bottom Prices.  
A Summer Satisfaction.  
All Merchants Trust Some, We Trust You.  
A Good Stock is an Education of the Customer.  
A Business Maker.  
Appeal to Your Taste.  
A Top Notch Creation.  
An Argument for Early Buying.  
A Combination of Good Points.  
A New Season With New Goods.  
A Thought for You and a Thought for Ourselves.  
A Business Developer.  
A Forecast for Christmas.  
A Last Chance at a Good Thing.  
A Square Deal for a Round Dollar.  
A Price that Gladdens the Careful Buyer.  
A Margin of Profit and a Portion of Pleasure.  
As to Values, None Do or Can Give Better.  
A Big Winner.

A Perfect Finish.  
 A Quick Seller.  
 A Shoe "That Fits the Foot and Feasts the Eye."  
 A Leader for Spring.  
 A Dollar Saved is a Dollar Earned.  
 A Lady Wants Elegance, Symmetry and Comfort in Her Summer Shoes.  
 At Last! Perfection and Comfort for the Feet.  
 A Thoroughly High Grade Shoe of Unusual Merit at a Sensible Price.  
 All New Shapes.  
 A Shoe of Quality.  
 A B C of Economy.  
 A Pleasure and Comfort to the Wearer.  
 A Fur Snap for a Cold Snap.  
 An Assured Success.  
 "Always at Your Call."  
 An Opportunity to Supply Everyday Wants at a Tidy Saving in the Prices.  
 Alive to Ever Changing Demands of the Moment.  
 A BIG CLAIM, and a Big Fact  
 A Bounteous Feast of Thanksgiving Bargains.  
 Another Wonder Sale.  
 A High Tribute.  
 Absolutely Pure.  
 An Advantage Over Any Other Ladies' Shoe Now Made.  
 An Inspection is All We Ask.  
 Abreast the Times.  
 An unquestioned Value.  
 Artistic and Complete.

Advantages Given to a Customer Always Repays Us.  
 All Our Time is at Your Service.  
 A Full Stock Makes the Store Attractive.  
 All That You Want We Provide as You Want It.  
 A Much Talked of Store.  
 A Greater Variety of Other Styles.  
 Attractive Neckwear, New Effects.  
 A New Proposition.  
 Artistic Tailoring.  
 Ask for Them, Get Them, Wear Them.  
 A Style Very Becoming.  
 A Dainty Christmas Gift.  
 All Wool, Luxurious, Snug, Pretty and Comfortable.  
 A Great Offer for the Month.  
 A Choice Gift.  
 A Sensible Gift for Your Family or Friend.  
 A Trade Treaty.  
 All Records Broken.  
 A Chance for Comfort and Economy.  
 A Strong Statement, But a Straight Fact.  
 Anybody Would Think They Cost You Double.  
 Attention Inviters.  
 A Day For You to Buy.  
 A Touch of Fall Fashion.  
 A Warm Thing for a Frosty Day.  
 A Small Profit on a Large Scale  
 A Forced Value.  
 A Double Value.  
 A Thanks Offering.  
 ALL We Want is Business.

A Bit of Holiday Splendor.  
 A Thought for the Thankful.  
 A Store Feature.  
 A Poor Article is No Bargain at Any Price.  
 Any Time is a Good Time—Now is the Accepted Time.  
 All That's Latest, All That's Good.  
 A Style to Fit Every Fancy.  
 A Royal Time for Those Who Need Clothing.  
 A Mid-Week Bargain Trip for Wide-Awake Shoppers.  
 Attend the Big Convention at Our Bargain Notion Counter  
 Tomorrow.  
 An Ounce of Underwear is Worth a Pound of Medicine.  
 As the Days Lengthen, the Bargains Strengthen.  
 A Treat for Winter—A Feast of Overcoats and Suits.  
 A WHIRLWIND of Bargains in Dress Goods this Week.  
 ALWAYS WINNING Trade by Deserving It.  
 As Usual, We Are Right in Front with New Goods.  
 As to Prices—Well, These Few Will Give a Fair Idea.  
 A Good One—None Better—Few as Good.  
 An Occasion of Importance to All.  
 A Series of Sensational Bargain Events.  
 All Our Energies—All Our Facilities, Turn to Your Profit.  
 A Store with New Methods.  
 A Big Stock with Little Prices.  
 A Word to the Y's Sufficient—Your Trade is Desired.  
 At This Sale He Buys Best Who Buys First.  
 After the Drought Follows a Flood of Low Prices on Dry  
 Goods. NOTE THESE.  
 Anything That Makes Buying Easy for You Makes Selling  
 Easy for Us.

An Indispensable Autumn Possession—An Umbrella.  
 All That's Good in Groceries is Found in Abundance Here.  
 An Opportunity.  
 Although We Take Off All Our Profit and Give It to You We  
 Do Not Take Off a Pin Point of Our Responsibility for Perfect  
 Satisfaction.  
 "A Look In," Then a "Try On," and the Result Will Be  
 You'll Walk Out Well Pleased with One of These Crown Brand  
 Derbies.  
 An Ounce of Perfection Taken in Time Will Stave Off  
 Many Annoyances.  
 As the Weather Gets Warmer Your Wants Multiply and Our  
 Stock Keeps Pace.  
 A New Shoe That Look Like a Walking Shoe, Does the Work  
 of a Bicycle Shoe, Gives the Comfort of an Old Shoe.  
 Only \$3.00.  
 A Budget of Prices.  
 A Sale to Stimulate Trade.  
 A Blaze of bargains.  
 All Our Clothing is as Good as It Looks.  
 An Underselling Sale of Summer Underwear.  
 All the Pretty Portieres that Find Favor with the People  
 of Taste.  
 A Collection of Portieres that Rival All Efforts for Quality,  
 Beauty and Price.  
 As It Comes to Us, So It Goes to You—At a Bargain.  
 A Few Weeks in Colorado Next Summer Will Do You More  
 Good Than a Barrel of Medicine.  
 Absolute Accuracy is an Absolute Certainty if You Have  
 Your Prescriptions Compounded Here.

A Life Insurance Policy Takes Care of You in Case You  
Live and Provides for Your Policy in Case You Die.

Another Dip in Prices.

A Leader in Headgear.

A Soft Touch on the Contents of Your Purse.

An Avalanche of Beauty.

A Prescription for a Languishing Counter.

A China Chance.

As Rare as the Prices We Give Them.

A Store Where Confidence Dwells Eternal.

A Mere Suggestion Often Aids a Purchaser.

A Mint of Hints.

A Harvest of Furniture Fancies.

And the Greatest of All is Ours.

A Little Nonsense is Like Our Product—Relished by the  
Best of Men.

A Few Words, but They Mean Everything.

A Profitable Loss—Turning These to Money.

A Dull Thud in Prices Makes a Lively Week in Our Trade.

An Overworked Dollar.

A Practical Demonstration of Our Ability to Distance Com-  
petition.

“As You Like It”—Almost anything We Sell You.

A Cut to the Heart—A Tragedy in Prices.

A Great Feature of a Great Sale.

An Epoch in the History of a Great Store.

A Forward Step.

A Conquest of Art in Hats.

A Flower of Fashion.

A Plea for Good Clothing.

A Cut from a Friend or a Knife Will Hurt, but Our Cut Glass  
Will Please You.

An Actual Visible Advancement.

A Right Quality and a Right Price.

A Bargain That's a Credit to the World.

A Mighty Movement in Excellent Goods.

A Timely Tip.

A Story Worth Telling.

All We Ask is Comparison.

An Important Consideration.

A Busy Corner in a Busy Store.

A Bristling Armament of Bargains.

A Great Shock to the Folks Who Claim to Undersell Every-  
body Else.

A Friendly Tip.

All Our Goods Are Choice.

A Small Saving on Each Article.

An Honest Word of Honest Goods.

All People Who Buy Want the Best.

A Vesting Investment.

A Trial Proves the Worth.

A Medley of Merit.

A Trumpet Call for Bargain Seekers.

A Policy Whose Alphabet Spells Success.

A Revelation in Delightful Cookery.

A Deposit Required on all Orders.

All Kinds of Repairing Neatly Done.

All Kinds of Hair Work to Order.

A Collection That Leaves No Wish in the Line Unsatisfied.

Alluring Advantages.

A Winning Proposition.

Any Time is a Good Time—Now is the Accepted Time.

All That's Latest. All That's Good.

Accept No Apology—Allow No Excuses.

All Flow, No Ebb.

An Era of Economy.

All Yours at Your Price.

A Mere Promise Gets These.

Antique Finish, but Modern Prices.

A Full Value for an Empty Pocketbook.

Advanced Styles Without Advanced Prices.

A Single Fact Outweighs a Thousand Claims.

Always Think Before You Act, but Don't Think Too Long.

A Halo of Satisfaction.

A Willing Mind Makes a Light Foot.

A Banquet Feast of Bargain Splendors.

A Little Higher in Price, but Cheaper in the End.

Art in Cutting, Skill in Making.

A Stock to Delight the Home-Maker.

A Happy Combination of Style, Grace and Foot-Ease.

Art Tanoring Our Specialty.

A Wonder at the Price.

A Marvel in Quality.

A Rare Bargain at Our Special Price.

Ain't They Fine.

Another Opportunity.

Always After You—Here We Are.

A Lot of Beauty for a Low Price.

A Purchase Made Now Will Save Worry Xmas Eve.

## B

Bicycle Suits—Perfection in Fit and Finish.

Baby's Wants Have Our Special Care.

Bargains That Will Bring You Back Again and Again.

Blow-on-Your-Fingers Weather is Coming. So Be Overcoat  
Wise.

Brimful of Bargains from Far and Near.

Benefit of Bigness.

Better Save While You Can.

Better Than Ever Before.

Bargains—Not Remnants.

Balance the Goods with the Price.

Buy by Comparison. We Do; Every Expert Does.

Bought in Enormous Quantities for Spot Cash, Offered to  
You at Half Price.

Best Goods—Least to Pay—Cash or Credit—Either Way.

Business is Under Bargain Pressure Here.

Best in Stock, Best in Style.

Below Cost Sometimes; Below Value Always.

Buy Right Here and Right.

BEST THERE IS. That's the Certainty to Customers in  
Our Store.

BREAK THE NEWS TO MOTHER. Tell Her That She  
Takes No Risk Here.

Bargains to Make the Eyes Sparkle.

BARGAINS BECKON YOU. The Best Possible for the  
Least Possible.

Brilliancy, Elasticity and Durability.

Be Sure of Your Footing. Then Go Ahead.



Best in the Market.  
 Bright Things for Dull Days.  
 Buying will Be Lively—Get Here Early.  
 Bargains That Cannot Be Repeated.  
 Business Revival.  
 Better Times Means Better Goods.  
 Business Builders.  
 Briefly Told—Quickly Sold.  
 Book-Lovers Find Our Place a Perfect Paradise.  
 Better Credit Bargains Than Others Ask Cash For.  
 Buyers Easily Buying Big Bargains.  
 Better Goods, Same Money—Same Goods, Less Money.  
 Be Fair to Yourself.  
 Business Suits at Business Prices.  
 Best Leaves No Room for Improvement.  
 Books for the Holidays.  
 Barely Able to Hang On is the Dealer Who Persist in Cling-  
 ing to Old Methods.  
 Business is Balky, but Under the Spur of Necessity it Will  
 Move at Its Accustomed Pace.  
 Big Results from Small Beginnings is the Only Name for  
 the Kind of Investment We Offer.  
 Beacon Lights for Buyers.  
 Beautiful Thoughts in Beautiful Books.  
 Buy if You Like—Looking Means No Obligation to Buy  
 Be in the Swim.  
 "Bring Your Small Change."  
 Big Bargains in Bristle Goods.  
 Balance the Goods with the Price.  
 Big Values Hitched to Small Prices.

Be in the Lead—Don't Follow the Style.  
 Better and Better.  
 Best Goods Are Easiest Sold.  
 "Bargains" Are Uncertainties.  
 Beautiful Effects from Beautiful Goods.  
 Best Made for Best Trade.  
 "By Their Fruits Ye Shall Know Them."  
 Boarding By Day or Week.  
 Beauty, Ease and Service.  
 Bright has Stirred Up.  
 Big Store Filled with Little Prices.  
 Broken Sets at Broken Prices.  
 Bigger, Brighter, Better Bargains.  
 Buy Here and Save Money.  
 Best Butter in the Market.  
 Because They Fit Well, They Wear Well.  
 Buying Right Saves Loss.  
 Big Prices Are on Vacation.  
 Bottom Prices on Top.  
 Busy? We're Always Busy.  
 Bought at a Bargain and the Prices Made by Us.  
 Be Wise in Time; It's Ever So Much Better.  
 Best Investment You Ever Made.  
 Bargains That Stir Up Business.  
 Better Buy Early.  
 Bright and Right.  
 Buy and Own a Good One.  
 Beautiful and Different.

## C

Choosing is at Its Best Now.  
 Come and Profit, Buy and Rejoice.  
 Come and Get Posted as to What's Going to Be Worn and  
 What Looks Well on You.  
 Credit for Those Who Ask It.  
 Cool Things for Hot Days.  
 Choose Wisely by Choosing Here.  
 Comfort for You and Your Pocket Book.  
 Good Profits for Warm Customers on Hot Days.  
 Correct Things for Just Now.  
 Closing Values at Eye-Opening Prices.  
 Christmas Prices Encourage Christmas Giving.  
 Count on Getting Satisfaction at Our Counters.  
 "Clean Up" Sale of Crockery.  
 Cleanlines is Our Strong Point.  
 Cash or Easy Payments—To Suit Your Convenience.  
 Correct Shapes and Colors.  
 Credit at Cash Prices to All Who Are Correct.  
 Come Again and Gain Again.  
 Come and Let Us Suit and Overcoat You.  
 Clearance Sale That Clears Quickly.  
 Cannot Be Duplicated Anywhere Else.  
 Cheaper to Buy Shoes at This Sale than to Pay Doctor  
 bills.  
 Cheering News to Close Buyers.  
 Comfort, Economy, Attractiveness.  
 Chances Are Golden in the Rebuilding Sale.  
 Common Prices, but Uncommon Values.

Convince Yourself.  
 Cash Buying is a Benefit.  
 Come for Them, They'll Please You.  
 Calf Lined, Double Sole to the Heel.  
 Come Back Tomorrow for What You Have Forgotten To-  
 day.  
 Cannot get Out of Order.  
 Cash is King.  
 Cash is Economy.  
 Crowd-Drawing Prices.  
 Comparison Price Sale.  
 Continued Underselling.  
 Coats Come and Coats Go, but the Swallowtail Never Takes  
 Wing.  
 Come in and Look Around, That's What This Store is for.  
 Come for any Good Sort.  
 Character and Exclusiveness of Design.  
 Clothing Prices That Defy Competition.  
 Clothing is Cheaper for a Healthy Boy Than Doctor's Bills  
 for a Sick One.  
 Cost is Trifling Compared to Its Real Worth.  
 Christmas Dolls, They're Here—A Big Family of Them.  
 Cut, Made, Trimmied and Finished equal to Most "Made to  
 Order Suits" and superior to many.  
 Contrary to What Anyone May Say a Man is judged by His  
 Clothes.  
 Clean, Bright, Fresh Goods.  
 Comfort Cloths for Hot Weather—Prices Just as Light as  
 the Goods.  
 Combination That Unlocks the Pocket Book.

Ships Are Still Flying From the Original Prices.  
 Cross the Street First, Then Come Here.  
 Cash Prices on Cash-Bought Goods.  
 Correct Effects Are Not Accidental.  
 Cheapest Place in Town.  
 Cleaning, Dying and Repairing.  
 Common Sense Heels, Extension Soles and Goodyear Welt.  
 Cash is the Axle Grease of Business.  
 Clutch the Mighty Dollar.  
 Certain Elegance Yoked to Sensible Economy.  
 Cotton Goods at Cotton Goods Prices.  
 Come-Back-Again Trade-Makers.  
 Consistency is the Gem of Business Philosophy.  
 Can You Resist These?  
 Convincing Facts of Convincing Goods.  
 Consistency is the Gem of All Business Propositions.  
 Credit Business at Cash Prices.  
 Complete Conceptions of Styles.  
 Commence the New Year Right. Turn Over a New Leaf.  
 If You Are Not Already One of Our Customers Commence  
 Now. You Never Had a Better Chance to Save Money.  
 "Cold Wave" Coal.  
 Cut Glass—Rich and Rare.  
 Comfort at Any Price.  
 Chilly Winter Winds Cannot Keep the People Away from  
 Our Tremendous Sale.  
 Cigars to Burn. You Enjoy the Burning.  
 Cooking Comfort at Small Cost.  
 Calculated to Take Your Breath Away.  
 Credit Denied to None—Offered to All.

Confidence Begits Credit. Credit Creates Prosperity.  
 Comparison and Calculations Concerning Cash and Credit.  
 Count It Good if ——— Sells It.  
 Come and See Them Anyway.  
 Curtains Very Heavily Apliqued in Beautiful Scroll and  
 Flowered Effects.  
 Compare Our Prices and Be Convinced.  
 Cause for Pleasure.  
 Costs Less Than It Should.  
 Certainty of Suiting You.  
 Costs You Nothing to Come In.  
 Come in and Say What You Think.  
 Correctfully Cut and Skillfully Tailored.

## D

Diamonds and Precious Stones.  
 Dress and Elegance.  
 Distinctive, Uncommon.  
 Door of Real Economy.  
 Don't Decide Until You Are Ready.  
 Doing Right is Our Best Capital.  
 Don't Wait Too Long.  
 Don't Pass Us By; Give Us a Try.  
 Dull Times Have Something to Do with the Keeness of  
 These Bargains.  
 During Festival Week Come to Our Feast of Fat Bargains.  
 Direct Appeal to Common Sense.  
 Durability Guaranteed.  
 Distinctive in Design.

Don't Hesitate; Now is the Time.  
 Don't Wait, This is Your Best Chance.  
 Don't Buy What You Don't Need.  
 Don't Wait Until the Best is Gone.  
 Don't Be Deaf or Blind.  
 Dull Months Turned to Busy Ones.  
 Dainty Shoes for Little Girls and Misses.  
 Don't Allow the Nicest Things to Slip Away from You  
 Without Seeing Them. Come in.  
 Do You want the Best for the Least Money.  
 Do You Like Blunt Truth or Fairy Stories.  
 Don't Drink in All the "Bargain" Nonsense You Hear Now-  
 adays.  
 Digging for Dollars is What Everybody is Doing.  
 Dollars in Merchandise for Dimes in Cash.  
 Don't You Wish to See the Nicest Line of Dress Goods Ever  
 Brought to This Market?  
 Don't Worry About the Fit, We Attend to That.  
 Double-Quick or Quicker, if You Get Any of These.  
 Doing Beats Promising.  
 Don't Let Cigars Get the Best of You; Get the Best of  
 Cigars.  
 Dollars of Value for Dimes in Cash.  
 Don't Look Wise and Make a Fool of Yourself.  
 Double Duty of Dollars.  
 Deliciousness for Those Who Love Good Things.  
 Does Money Saving Mean Anything?  
 Dollar's Worth for Dollar Spent.  
 Dress Making and Plain Sewing.  
 Don't Forget the Little Folks at Home.

Drive Slow, Whip Lightly, Cash Up or No Go.  
 Daydawn for Careful Buyers.  
 Dollars Will Do Much.

## E

Every Dependable and Desirable Kind of Merchandise.  
 Elegantly Lined, Fashionably Cut.  
 Exquisitely Tailored Suits.  
 Every Fancy Can Be Pleased.  
 Everything that Necessity, Comfort and Style Demands.  
 Eye-Openers in Necessities.  
 Eager Buyers' Opportunity.  
 Exciting and Startling Sale.  
 Eclipsing Every Earlier Effort.  
 Events of Money-Saving Importance.  
 Every Item Will Interest.  
 Every Expenditure a Saving.  
 Eye Satisfaction—Foot Comfort.  
 Every Cent Spent Gets Full Value.  
 Enough for All.  
 Endless Bargains.  
 Emphatic Bargains.  
 Extraordinary Values.  
 Elegant, and Yet Economical.  
 Every Taste and Every Purse Finds Satisfaction Here.  
 Economy Isn't Always Wealth When it Comes to Appearance.  
 Extra Quality, Leather Lined.

Easy Walking is as Necessary as Sleep.  
 Everything Marked Away Down.  
 Exquisite Styles.  
 Every Day the Same, and Every Day Worthy of Your Confidence.  
 Economical Because It's Double Strength.  
 Every Line Here is a "Guide Line".  
 Evidence is Better Than Talk.  
 Ease and Comfort Combined—Ease for the Feet, Comfort for the Purse. \$2.00.  
 Economy Day for Men Folks.  
 Every Dollar Left with Us Proves a Wonder Worker.  
 Extraordinary Values in Seasonable Clothing.  
 Every Clothing Concern in Existence has Fifteen Dollar Suits, but They Are Not This Kind.  
 Every Counter a Tidal Wave of Bargains.  
 Every Desirable Feature is Embodied.  
 Every Article Offered is Strictly High Grade.  
 Everything That's New.  
 Everything for the Convenience of Everybody.  
 Entering Upon Prosperity is Easy if You Only Have the Key. Here It Is.  
 Enormous Values in Style, Beauty, Wear and Satisfaction Easy to Buy.  
 Every Day Has Its Need.  
 Examine Today, Buy Tomorrow.  
 Economy Shop for the Gift Buyer.  
 Examine the Beautiful Designs, Exclusive Patterns and Quality.  
 Every Line Perfect.—Every Style Right.

Every Day Here is "Bargain Day."  
 Every Point a Good Point.  
 Ever Been in Our Basement? It's the Busy Place of the City.  
 Everything that's Used in Furnishing the House—from a Parlor Suit to a Tin Basin.  
 Everything in Cut Glass for the Table.  
 Extravagance is Paying More at One Store Than You Have to Pay at Another.  
 Economy is Getting Best Quality Possible at the Least Possible Cost.  
 Evening Jackets That You'll Be Tempted to Wear All Day. They're so Smart Looking.  
 Every Article Here is a Bargain.  
 Exclusive Styles and the Best Quality.  
 Exact Methods, Living Prices, Latest Styles.  
 Entire Satisfaction to Each and Every Customer.  
 Every Fashionable Effect, Every Style, Every Color of This Season.  
 Every Shelf Teems with Bargains.  
 Extra Events for the Boys. Summer Specialties, Specially Priced.  
 Every Day Sees New Features Added to Our Long List of Money-Saving Opportunities.  
 Every Line Has Fallen Under the Price of Pruning Knife.  
 We - - You to a Feast of Bargains. Will You Come?  
 Every Saving Counts.  
 Every Drop a Drop of Comfort.  
 Early Buying is Easy Buying.  
 Elegant Designs in Carpets.

Electrical Supplies and Repairs.  
 Eyes Examined Free.  
 Easy Shoes for Tender Feet.  
 Every Time You Take a Drink Things Look Different.  
 Estimates Given and Contracts Taken.  
 Everything That is New.  
 Every Busy Salesman Busier Than Ever.  
 Every Inch a Bicycle.  
 Every Stiten a Bargain.  
 Economy That is Economy.  
 Economy is the Easy Chair of Old Age.  
 Encouraging That Well-Dressed Feeling.  
 Eighty Per Cent of the Profit is Yours.  
 Everybody is Interested.  
 Excellence the Chief Merit.  
 Excellence is the Pleasing Point.  
 Extra Pains Means Extra Satisfaction.  
 Every Word Means Money.  
 Every Leading Specialty in the World.  
 Every Department Greets You with Right Goods.  
 Every Woman Loves Flowers and Their Giver.  
 Everybody Expects a Little More for the Money These  
 Times—And They Arn't Disappointed.  
 "Every Why Hath a Wherefore."  
 Everything to Write with, to Write Upon, to Figure Upon,  
 to Draw Upon.  
 Exclusiveness and Merit.  
 Exceptional Quality Cannot Help but Satisfy in Every  
 Particular.

## F

Fluffy Daintiness in Feather Boas.  
 Free, Quick, Rapid Sellers.  
 Facts and Figures.  
 For Those Who Enjoy the Best of Everything.  
 Fall and Winter Styles Now Ready.  
 Fragrant as the Flowers.  
 Fair Dealing is the Best Drummer.  
 Full of New Ideas.  
 Fit and Wearing Qualities Combined.  
 Family Shoe Store—Where Honest Values are Sold."  
 Fancies for the Fair.  
 Fair Tints and Prices in Harmony.  
 Fall Finery.  
 Final Days—Yes, Final Hours—In the Clearing Sale.  
 Fit Well, Feel Well, Look Well.  
 Fancy Goods at Plain Prices.  
 Full of Snap, Style and Wear.  
 Faultless Clothing for Men, Youths and Boys.  
 For Fancy Hosiery There's Only One Place to Come—Here,  
 of Course.  
 Fascinating Fancies in Fashionable Footwear.  
 From the Most Noted Gardens in Ceylon.  
 For Small Curses the Biggest Yet.  
 For Your Inspection.  
 First-Class Materials Superior Workmanship, Just the  
 Thing.  
 Faultless in Finish.

Fall Goods Now Ready for Your Inspection.  
 Finest and Most Durable.  
 First Fruits.  
 Fall Effects at Fallen Prices.  
 Fashion's Favorites for Fall.  
 Fit for Any Foot.  
 Favorite Wear for Fashionable Folks.  
 Fine Chinaware in All Its Rich and Rare Varieties.  
 Fur Sets, Muff and Collar, Round and Flat Effects.  
 From the Good of the Goods Comes the Satisfaction of the Purchase.  
 Fresh from Fashion's Center.  
 For the Busy Man an Accurate Watch is a Necessity, Not a Luxury.  
 Frost Nipped and All Shriveled Up Are the Prices.  
 For Your Stomach's Sake.  
 Fine Furnishings for Fastidious Fellows.  
 Fine Silk Umbrellas with Fancy Handles in Every possible design.  
 For Us There is No May; It is Certain.  
 For Your Foot's Sake Lend Us Your Ears.  
 First Impressions Are Always the Strongest.  
 Facts! Facts! Facts!  
 Fine Feathers Make Fine Birds.  
 Food for Thought.  
 Frost-Nipped Prices.  
 Follow Your Knobs and Wisdom.  
 Finding a Bargain is Like Finding Anything Else; It Makes the Finder Happy.  
 Finest-Place-to-Buy-Goods Store.

Filled with Selling Points.  
 Fitness and Finest Characterize the Stock.  
 Fat Facts for Slim Pocketbooks.  
 Full of Sunshine, Full of Color, Full of Life, Full of Artistic Thoughts, Full of Honest Values.  
 Feathers Cleaned, Dyed and Curled.  
 Furnished and Unfurnished Rooms.  
 Friend of the People.  
 Few Promises—Great Values.  
 Finest Grade for Finest Trade.  
 Fine Tailoring a Specialty.  
 Fine Goods a Specialty.  
 Fresh Oysters Received Daily.  
 Fresh Country Eggs.  
 Figure with Us and Save Money.  
 From Head to Foot We Clothe the Man; Clothe Him Rightly, Clothe Him Cheaply.  
 Forehanded Buying Will Save You More in a Year Than Painful Pinching Will in Five.  
 Food for Thought and Pocketbook.  
 Fits and Misfits.  
 Facts Not Fakes.  
 Facts Without Frills.  
 First Showing Spring Suits.  
 Fall Opening To-day.  
 For Use and Beauty.  
 Furs to Protect the Features. A Feature Worth Investigating.  
 Fashion Claims for Them Their Preference.

## G

Glassware, Deep, Rich, Cutting; Best Value Ever Offered.  
 Glad to Have You Come and "Look."  
 Good, Honest, Desirable Merchandise.  
 Give Us a Trial and You Will Be Convinced.  
 Good Shoes and Low Prices for Everyone.  
 Gigantic Movements of Supreme Importance.  
 Goods We Guarantee.  
 Good Things for Cooler Days.  
 Goods That Stand Close Scrutiny.  
 Goods That Demand Your Attention.  
 Gift Giving and How We Help.  
 Good Things for Cold Weather.  
 Get What You Want and Save Money.  
 Goods You Want at Prices You Can Pay.  
 Goods That Show Their Quality.  
 Growing Concerns—Corns. Our Corn Cure Cures Corns.  
 "Go 'Way Back and Sit Down" in One of Our Comfortable  
 Chairs.  
 Gives Most Excellent Service.  
 Give Your Eyes a Treat, Every Suit is a Work of Art.  
 Great Sales at Little Profits! Give Great Business! Advantages.  
 Greatest Millinery Bargains of This Season.  
 Good Clothing! Ready Wear Custom Made.  
 "Good Value" Here Is More Than "Bargains" Elsewhere.  
 Going Away Goods That Are Guaranteed to Stand the  
 Roughest Usage.  
 Grasp This Chance to Spare the Home Purse.

Good Things Don't Last Very Long, You Know, Better  
 Buy Today.  
 Good Shopping Opportunities Crowd One Another in This  
 Ever Busy Bee Hive.  
 Good Clear Through.  
 Give Us a Chance to Please You.  
 Get in Ahead of the Crowds.  
 Good Solid School Shoes.  
 Good Goods Do Their Own Drumming.  
 Get the Genuine Article.  
 Gigantic Sale at Dwarf Prices.  
 Gift Suggestions Here.  
 Good, Sensible Weaves and Patterns.  
 Goods As Pays to Buy.  
 Goods That Never Vary.  
 Good Enough for Anyone.  
 Gifts of Glittering Glass.  
 Generous Terms on Stylish Goods.  
 Goods Shown With Pleasure.  
 Gents' Clothes Cleaned and Repaired.  
 Great Bargains Today.  
 Good Work is Our Success.  
 Good Things for Those Who Think of Good Things.  
 Good Teeth Mean Good Health.  
 Goods Neat—Prices Little.  
 Get What You Want—Pay What You Can.  
 Goods Backed by Reputation and Cash.  
 Good Goods Are a Little More Expensive.  
 Good Clothes Are Tools of Advancement.  
 Great Goodness at Little Prices.



Good Goods at Damaged Prices.

Good Shoes at Cheap Shoe Prices.

Goodness Knows Their Goodness.

Goods Well Bought Are Half Sold.

Good Stock Makes Good Soup—Good Stock Also Holds Custom.

Gasoline and Other Stoves Repaired.

Good Values—Best Styles—Popular Prices.

Gems of the Season.

Guaranteed in Every Respect.

General Appearance Would Indicate That it Would Cost Several Times the Price We Ask for It.

Goodness All Through.

Gas Stoves, Summer Economy—A Touch and There's a Fire—Full Blaze. Another Touch—Gone. Clean, Simple and Safe.

Gloves to Grasp the Hand of the New Year.

## H

Help Out the Old Coat and Vest With a New Pair of Trousers.

Headquarters for Bargains That Are Bargains.

He'll Never "Play Hooky" if You Dress Him Like a Gentleman.

Here Are Some Even Better.

Here's a Trade Tonic.

Handsome Dressing Sacks.

High-Grade Clothing Within Everybody's Reach.

Heavy Solé Shoes, "Wearers."

Here's Where You Make Your Money Make More Money.

How Can You Hesitate?

Here's How We Get Your Approval.

Here's a New Idea.

How Can We Do More Than This.

Here's Comfort at Money-Saving Prices.

Here's Your Opportunity.

Here We Are Again with a Good Thing for Everybody.

Help Yourself to Clearance Bargains Tomorrow.

High and Low Trousers—High in Quality and Low in Prices.

Here You Will Find What You Want, When You Want It.

Here You Have All the Beauty That Can Be Put in a Silk Waist, Except the "Beauty" Herself.

Here You Get More Than "a Ghost of a Show" for Your Money.

Here Sensible Selection Becomes the Science of Buying.

Hardware That Will Withstand the Hardest Wear.

Have You Been Waiting for a Glove Opportunity. Here is the Best and Grandest of the Year.

Here's Where the Eye and I Are Both Pleased.

High Art Suits.

Hot Weather Suggestions.

Hot Weather Negligees at Panic Time Prices.

Here Are Things We Know You Will Like.

Help for the Short Pocketbook.

Here's How We Save You Money.

Heavier Things for Cooler Days.

Haven't You a Place for This?

Harvest for Frugal, Economical Housekeeper.

Honest Values Stitched with Truthful Words.

Helpful Hints for the Hurried. Buy or Not, but Come.  
Helpful Hints for Those Puzzling on "What to Buy."  
Here in Endless Variety.  
Hunters of Bargains, Like All Hunters, Must Act Quickly.  
Happy Thoughts in Bright Colors.  
Hello, Central! Give Us Everybody on the Wires.  
Here's the Right Kind.

Help Us to Lose Money on These.

Hats Cleaned, Pressed and Altered.

Highest Price Paid for Country Produce.

Homes and Decorations Interest All Who See Our Great  
Stock of Furniture.

How Would You Like to Own a Nice Bicycle?

Housekeepers' Money-Saving Supply Sale.

High Art Richness.

Here's a Plentitude of Style.

Highest Possible Grade at Lowest Possible Prices.

Hot Prices on Cool Weather Goods.

Hanging on to Old Prices is No Way to Obtain New  
Business.

Harmony—That is the Thing.

Here's Bestness at the Price of Cheapness.

Hands and Brains Are Busy.

Here's the Way We Get Customers—Here's the Goods That  
Keeps Them.

Here's Littleness of Pride.

Highest Price Paid for Old Gold and Silver.

Here's Where We Excell.

Here's Richness.

Here's Replenishing Opportunity.

Home Beauty is Home Comfort.  
Here's a Quality You'll Be Proud of.  
Has Forged to the Front.  
Helps to Economy.  
Holiday Happiness.  
How Would You Like These?  
Health and Pleasure Combined.

I

It's Not a \$1.00 Kid Glove, It's More, but We Make a  
Leader of It for \$1.00.

If You Don't Want to Buy, Don't, but Look.

If You Knew Them You Would Buy Them.

It's All Right if You Like It.

In the Market for the Best.

If You Want to Save Try These.

It's a Matter of Buying and Selling.

If You Buy Now, You Have an Advantage.

If You Don't Find It Here, Tell Us What You Want.

If We Make the Price and Guarantee the Goods What More  
Can We Do?

It's Here Where You Get More Than Your Money's Worth.

It's Variety That Makes Our Stock Popular.

If You Appreciate Good Ones You'll Appreciate These.  
Interesting Prices.

If You Come Once We Keep You.

It's Homelike as Well as Businesslike Inside.

If You See It Today, You May Not Tomorrow.

Is Perfect in Fit, Comfort, Beauty and Quality.

It Has Style, It Has Comfort, It Has Wear, It Has Many Points of the \$5.00 Grade.

It Completely Fills the Bill.

It Will Please You.

It's High Time.

Is Good All the Year Round.

It is the Doing, Not the Saying, That Counts in the Long Run n Selling Clothing.

If You're Not Beauty Proof You Should Pass Our Art Goods Department Blindfolded.

"It is Better Than I Expected to Find," Is What We Want Said About All the Goods We Advertise.

It is a Show as Well as a Sale.

If You Come Early, You'll Not Be Late Getting Away.

If You See It on the Street, Its Duplicate is Here.

It isn't the Price, It's What You Get for the Price, That Counts.

It's Not What You Earn, It's What You Save. Saturday's Offers Show the Way Plain and Direct for Big Savings.

It is More Essential to Eat Pure Food Than to Have Correct Dress.

"It Might Have Been" Always Follows Neglected Opportunities.

In the Line of Bargains—Try These.

If Its Worth Having we Have It.

Its Hard to Earn, but Easy to Save.

It would Take a Whole Library to Tell of the Advantages.

It Pays to Be Particular.

If Others Equal Them, They Must Be Good.

If You Want Them, We'll Make it Easy to Get Them.

If You Are Afraid of the Goods, You Can Depend Upon Our Guarantee.

It's Novel and Pleasing.

It's a Question of Price Here.

Isn't it Time to Give Thought to Your Winter Shoes,

If You Don't See What You Want Step Inside.

If You Are in Doubt Don't Buy.

It Will Be Our Fault if You Don't Return.

If You Don't Decide Today, You Will Find Us Here To-morrow.

If You Don't Want What You See, We'll Get What You Want.

Is a Remedy of Sterling Value.

It Works Like a Charm.

Inspection Invited—Comparison Challenged.

Inspection Invited—Come Any Time—Bring Your Mental Microscope.

It Doesn't Cost Anything to Look at These Goods; it Doesn't Cost Much to Buy Them.

It is of Little Consequence How Much of the Price is Taken Off; the Principal Thing is How Much of it is Left.

It's No Secret—You'll Be Money in Pocket if You Trade Here.

Its Policy to Make Your Selections Early.

Its the Glove-Like Fit That Sells 'nem.

Incomparable Values at Unmatchable Figures.

It Pleases Us to Say We Are Here to Please.

It's Up-to-Date Prices Like These That Keep You Busy.

If You Pay Less Than We Ask, You'l Get Less Style, Less Character, Less Quality.

It is a Feat to Fit Your Feet.  
 It Pays Us if it Pays You.  
 If Its Here Its Worthy—If Its Worthy Its Here.  
 Its a Waste of Time to Look Elsewhere.  
 Its a Poor Plan to Paint a Fine House with Poor Paint.  
 If it Pays to Advertise Part of the Time, Why Not All the Time?  
 If Nine Tailors Make a Man, We Have the Best Nine Tailors in the Cuy.  
 If Interested, Send for Particulars, Proofs and Prices.  
 Its Not Alone That We Say It, but That You Know We Mean It.  
 It Takes Sense to Make Dollars.  
 It Takes Nerve to Sell at These Prices.  
 Its a Pleasure to Serve a Pleased Customer.  
 If in Doubt What to Select, Search Here.  
 Its Strange How Much Business Can Be Done When One Sets Out to Do It.  
 It Harrows One Soul to Have One's Sole Wear Out so Soon.  
 In the Contest Between Goods, Prices Cut the Figure.  
 In the Lexicon of Elegance There is no Word to Express Their Goodness.  
 Invisible Patching Neatly Done.  
 If You Don't See what You Want Ask for It.  
 Ice Cold Lemonade 5c Per Glass.  
 Ice Cola Soda Water 5c Per Glass.  
 If you See It in Our Ad. Its So.  
 Imported Goods at Domestic Goods Prices.  
 Its a Wise Owl That Looks After itself and Little Ones.  
 If You Want Wealth, Dig! If You Want Value, Dig! If You

Want Truth, Dig!

In the Ladder of Economy Every Round Counts.  
 Inspiration for Saving.  
 If Its Worth Having We Have It.  
 Its What You Get for What You Pay That Measures the Bargain—Not What You Pay.  
 It Reaches Directly the Spot Aimed at.  
 It is the Best Preparation Made.  
 In the Interest of Our Friends.

## J

Jack Frost is Prowling 'Round. Fool Him with a Top Coat (Price).

Just a Few of the Many.

Just the Bargains That You Feel Elated Over When You Get Home, Because You've Got so Much More Than Your Real Money's Worth.

Just the Thing After the Day's Toil. Rest Your Weary Body in One of Our Comfortable Parlor Rockers.

Get it Down—None Better Than These in Town.

Just to Keep Our Cutter Busy We Will Make-to-Fit \$8-Pants for \$6 During August.

Just the Kind of Suits That Will Make You Look Like a \$40 Tailor-Made Man.

Just a Chance to Please—That's All We Want.

Just for Curiosity's Sake Try It.

Just an Inkling of Many Smart Things.

Jump Into These Bargains Quick and Think Later.

Jobbing Promptly Attended to.  
Just a Few Real Bargains.  
Just for Our Best Friends.  
Just a Little Better Than the Best.

## K

Keenest Criticism Invited.  
Keep Cool, and We'll Help You.  
Keep Up With the Times.  
Known the World Over.  
Knives That Cut at Cut Prices.  
Kneedeep n Attractiveness.  
Knives and Scissors Sharpened.

## L

Ladies' Silk Skirts in Generous Widths at Low Prices.  
Look After the Pennies You Can Save.  
Low Shoes at Low Prices.  
Leave Your Thirst at This Fountan, 5c.  
Little at a Time Payments is Absolutely Unexcelled.  
Looks Like a \$4.00 Shoe, but \$1.98 Takes These While They  
Last.  
Look at the Shape.  
Look Leisurely; We Ask No Sudden Nor Thoughtless Purchase.  
Look Everywhere—These Are the Best Anywhere.  
Least Price—Best Goods.  
Low Prices Lowered to the Lowest Notch Monday.

Low Prices on Standard Goods Have Made This Store  
Famous.

Let Us Take You Into Our Confidence.  
Low-Priced, but High Grade. That's It.  
Learn When to Buy, How to Buy and Where to Buy.  
Lasts Longer, Goes Farther.  
Look to Us for the Best.  
Look at Them Anyway.  
Let's Trade Value for Value.  
Little Trouble to Find It Here.  
Little Things at Great Savings.  
Live 100 Years and Such Bargains Will Never Come Again.  
Low Price is the Great Pleader in Present Day Business.  
Laugh and the World Will Look at Your Teeth, and Judge  
of Your Taste—Good or Bad—By Their Condition.  
Loom Ends Disposed of.  
Lend Us Your Ears—Use Your Judgment.  
Look at It—Test It—Buy It.  
Light in Weight and Light in Price, but Long in Wear.  
Linked to Comfort and Quality.  
Lead? We Always Lead.  
Little Leaks Sink Big Ships.  
Let Us Put a Smile on Your Countenance.  
Luxury Lightens Labor.  
Let Wisdom Name the Price.  
Light on a Light Subject.  
London and Paris Fashions.  
Leaders in Low Prices.  
Latest Styles Just Received.  
Latest Novelty Effects.

Latest Styles in Neckwear.  
 Left Overs—Great Bargains in Winter Cloaks and Wraps  
 Bought for the Holiday Trade.  
 Low and Easy Chairs at Low and Easy Prices.  
 Laugh and Grow Fat is an Axiom. We Advise the Use of a  
 Good Tonic.  
 Look and Learn.  
 Long-Lived Satisfaction.  
 Luxurious Effects at Plain Prices.  
 Let's Look at the Facts as They Are.  
 Light Prices on Light Goods.  
 Light Goods for Heavy Wear.  
 Leave It All to Us.  
 Low-Priced Goodness.  
 Loss Fans with a Heavy Thud.  
 Life is What We Make It.  
 Ladies Wash Suits.  
 Less Cost, Less Labor, Greater Ease Than in the Old Way.  
 Look Soon—Look Well.  
 Little Needs at Little Cost.

## N

Medium and Heavy Weights—Soft, Fleecy Garments.  
 Made of All Wool Materials.  
 Many Astonishing Specials for This Week.  
 Makes Merchandise Move.  
 Merit the Trade Mark of Success.  
 More Business or Smaller Margin.  
 Meant to Save and Sure to Please.

Make Us an Offer on These Odd Pieces.  
 Men Who Dress Carefully, Both as to Taste and Expenditure,  
 They Are Our Customers.  
 Midsummer Clearance.  
 Mercury Up. Prices Down.  
 Made in Light and Heavy Weights.  
 Made in All Styles.  
 Made in Most Correct Styles.  
 Merit is the Trade Mark of Success; Quality the True Test  
 of Value.  
 Modern Mercantile Methods.  
 Made to Wear.  
 Many Steps Turn Our Way.  
 Misrepresentation Inflicts its Proper Punishment.  
 Meets All Requirements.  
 Made on Honor—Sold on Merit.  
 More for Your Money Than Your Money Can Buy Else-  
 where.  
 Money Talks; and Right Here a Little of Your Money Can  
 Persuade us to Part with the Prettiest Shirts You Ever Saw.  
 Many Exclusive Novelties.  
 Merit is the Bases of Success.  
 Many Chances to Save Money.  
 "Money Talks," but Now Prices Shriek.  
 Men Buy Our "Columbia" Shirts as an Investment—Not a  
 Speculation.  
 Make Us Prove It.  
 Matchless Goods at Unmatched Prices.  
 Money Back for Faulty Fit or Broken Promises.  
 Most Men Have a Hobby. You Know Ours.

Mouthfuls of Deliciousness.  
 Magnetic Qualities and Prices.  
 Men Earn—Women Save Money.  
 Money Talks and Usually Talks Cents.  
 Modern Eloquence Cannot Do Justice to These Dress Pat-  
 terns We Just Received.  
 Millinery and Dress Making.  
 Mail Orders Promptly Attended to.  
 Money Saving Time's All the Time.  
 Money Back Insures Satisfaction.  
 Money is only Worth What It Will Buy.  
 Masses of Meritorious Merchandise.  
 Money-in-the-Pocket Sale.  
 Master Bargains of the Town.  
 Misses' Jackets and Shirt Waists.  
 Material and Workmanship Are Perfect and Satisfaction  
 is Warranted.  
 Millinery of Every Description.  
 Marry the Girl! We'll Furnish the House.  
 Made to Wear.  
 More Beauty at Less Cost.  
 Many Points in Its Favor.  
 Make Yourself at Home Here.

## N

Not What is Cheapest But What is Best.  
 Not Bargain Clothes—Bargain Prices.  
 Not What We Say, But What We Do Advertises Us.  
 Nothing Nicer, Nothing Newer at Next to Nothing Prices.

Nothing but the Best of Everything and You Can Depend  
 on It.  
 Nothing Trashy or Inferior.  
 Nowhere Else Can Such a Profusion of Exclusive Gifts Be  
 Secured.  
 No Wild Clatter of Irresponsible Bargain Shouters Here.  
 Now is the Best Time to Buy.  
 New Improvements.  
 Nothing More Appropriate or More Pleasing for a Present.  
 No Such Offer Ever Made Before.  
 Nothing Worth Having is Not Here.  
 Nothing Gets Customers so Certainly as Fair Dealing.  
 Neat in Style, Elegant in Workmanship.  
 Nothing Shoddy in Heel, Sole, Leather or Lining.  
 Not One Bargain, but Many.  
 New Ideas at New Prices.  
 No Reason to Slight Them.  
 Never too Busy to Save.  
 No Doubt About Those.  
 Now You Get the Pick—Later You Get the Remnants.  
 Newness, Beauty and Fascination in Every Price.  
 Newest and Best Helps for Simplifying Housework and  
 Doing It Better.  
 Not Once, but Always.  
 Not Much of a Price, but a Great Deal of a Bargain.  
 Not Too Cheap to Be Good, but Cheap Enough to Make a  
 Good Advertisement.  
 Now is the Time and This is the Place.  
 Not Too Heavy for Comfort and Not Too Light for Service.  
 No Credit House Wants to Compete with Us.

Now is Another Grand and Busy Week.

Nothing is Cheap That You Haven't Use for—but Every-  
body Must Use Handkerchiefs. We Have Them from 5c Up.  
Not Made Simply to Sell but Made to Surely Satisfy.

"None Better" is a Strong Statement, and Here it is a Solid  
Fact.

No Headaches in These Hats.

No Trouble for Us to Point Out Superiority in These Pat-  
terns.

No Foolishness About These Foulards at \$1.08 per Yard.

Not the "Everywhere" Kind.

Not Too Early to Select the Goods for Your Spring Garments.  
Notice the Low Prices in This Window.

Not a Few Articles Priced Low as "Bait," but the Entire  
Stock Comes to You at Sharp Cut-Rate Prices.

Now is the Time.

Never a Better One.

No Comfort Without Comfortable Things.

Never Wait Until Too Late.

No Mistake Possible.

No Use to Talk, Our Prices Talk for Us.

Never Too Late to Get Your Money's Worth.

None Better—How Could There Be?

No Doubt About the Goods.

Never Pass Us by Whether You Want to Buy or Not.

No Magic—Just Plain Business.

Notions That Pull Trade.

Not a Common Chance.

Now or Later?

Not Somethings, but Everything.

Nothing Too Good for Mother's Boy.

Not the Price You Pay, but What You Get for the Price.

No One Else Sells Them.

No Stock so Beautiful.

None Are More Excellent.

Not How Cheap, but How Good.

Not Responsible for Work Left Over 30 Days.

New Styles of Neckties.

No Goods Misrepresented.

No Shoddy Goods at Any Price.

Noteworthy Novelties.

No Investment Pays Better Than Good Clothes. See Our  
Suits at \$—

Noise is Not Business.

New, Crisp, Reliable Goods at Clean, Honest, Desirable  
Prices.

No Baits, but Quality.

Nothing Useless Put in—Nothing Useful Left Out.

No Admittance Except on Business.

Not What We Say, What You Know, Counts.

Not Once, but Always.

Not What You Pay—What You Get.

Not Only Good Shoes for Perfect Feet, but Perfect Shoes  
for All Feet.

Not Too Cheap to Be Good, but Cheap Enough to Make a  
Good Advertisement.

Newer Shapes at Newer Prices.

Now, Then, Clear the Way.

No Lady's Wardrobe Complete Without These Dainty Rust-  
ling Garments.



Neat, Dressy and Handsomely Designed.  
 Noisy Silks at Quite Prices.  
 Nothing Over 10c on This Counter.  
 No Matter What You Want, We Have It.  
 Never a Bad One Here.  
 No One Regrets Buying.  
 Nice to Own and Easy to Buy.  
 No Article but What We Can Save You Money on—Investigate.

## O

Our Success Comes from Selling Good Clothes and Saving You Money.

Our School Supply Stock is Complete.  
 Object Lessons in Symmetry.  
 Our Best is the Best.  
 One Way and One Price.  
 One Bargain You'll Appreciate.  
 Others Are Good but Not at This Price.  
 Our Hobby is Having the Best.  
 Our Goods Prove Our Assertions.  
 Out of the Best We Chose These.  
 Over Stocked and Under Priced.  
 Our Buyers Have Your Good at Heart.  
 Our Business is to Get Your Business.  
 Others May Be Cheaper—None Can Be Better.  
 ODDMENTS. By This Term We Mean Odd Sizes and Broken Lots from Our January Sale.  
 Our Thought and Our Action is for You.

Our Promise Protects You.  
 Our Promise Makes Us a Strong Platform.  
 Our Penny Savers.  
 Our Autumn Leader.  
 Our Question Department.  
 One Reason for Our Business.  
 Others Like Them, So Will You.  
 Our Best Salesman is Mr. Sure Bargain.  
 Our Latest Thing for the Spring Trade.  
 Our New Shoe for Women.  
 Once Tested, Always Worn.  
 Only One Quality, Only One Price, Only One Dealer in a Town Can Have It.  
 Only Shoe Made That Conforms with the Foot.  
 Our Prices Are Purse Openers. We Need Room for One More Lucky Buy from New York.  
 Our Prices Make it Expensive for You to Buy Elsewhere.  
 Only Registered Pharmacists fill Prescriptions Here.  
 Our Aim is to Please Our Customers.  
 Our Word for It, They Are Worth More Than the Price Asked.  
 Order Now the Needed New Things for the New Home.  
 Our Prices Cut Across Lots 'Tween Manufacturer and Consumer.  
 Our Cigars Are Not Smoke Preventives.  
 Our Purpose is to Place This Store "First in the Hearts" of the People.  
 Our Bread is the Baker's Triumph and the Eater's Delight.  
 Our Spring Awakening is a True Fashion Display of Elegance—Yet We Combine Elegance with Economy.

Of Course There Must Be Some Inducement to Bring so Many to Our Store.

Our Suits Are Standard in Quality; Honorable in Make; Right in Price.

Opportunity Never was so Ripe.

Opportunities Out of the Ordinary.

Out of the Ordinary Offerings.

Our Experience—Your Gain.

Our Fair Price Banner Waves Over All.

Out of the Ordinary.

Out-of-Date Methods Do Not Satisfy Up-to-Date People.

Our Famously Low Prices.

On Your Judgment as to Quality and Price We Rest Our Case

On Your Judgment as to Quality and Price We Rest Our Case.

Our Mixologist Can Make an Ice Cream Soda That Will Satisfy the Thirstiest Person in the City.

Opportunities Like These Don't Often Occur.

Our Best Today.

One for You.

One Source of Supply.

Our Campaign for Popular Favor.

Our Solution of the Buying Question.

Our Saying so Means a Great Deal.

One You Won't Regret.

Others May Be Pretty, See These Anyway.

Our Advantage Comes from Care in Buying.

Our Help for You.

One for You, and You'll Like It.

One Quality, One Price, All Styles.

Our Stock—Only One Grade—The Best—At Popular Prices.

One Incident That Explains the Policy in Our Shoe Department.

Our Goods Go Before the Dust Collects.

Our Clerks Will Serve You Without Soliciting a Purchase.

Our Store Does Not Fear the Most Stringent Comparisons.

Old or Out-of-Date Goods go at Your Price.

Our Patrons Wear Smiles.

Our Goods Are This Year's Vintage.

Our Low Prices Bring You Back.

Overcoats Easy to Slip on Though Hard to Give the Slip to.

On Rock Bottom—Have Been on That Desirable Ground for Ten Years.

Our Clothing Secures the Fashionable Effect Sought for by the Careful Dresser.

Our Saving is Our Patrons.

Our Prices Are Never High—Our Goods Are New and Up-to-Date.

Our Goods Tell Good Tales of Us.

Our Clerks Are Instructed to Assist Careful and Economical Buying.

Our Suits Are Offered at Suitable Figures.

Our Method of Selling Invites You Back.

Our Clerks Are Here to Assist—Not to Insist.

Our Clerks Serve Us Well by Serving You Well.

Our Customers Are Our Talking Advertisements.

Our Customers Come in Hopefully, and Leave Satisfied.

"Old Reliable" in Quality, but "Up-to-the-Minute" in Style.

Our Clerks say: "It's the Weather." We Believe We Bought too Many. Hence the Reduced Prices.

Our Mirror of Present Fashions.  
 One Might as Well Try to Lift Himself in a Basket as to  
 Undersell Us.  
 Old Tale of New Stock.  
 Out of the Ordinary Offerings.  
 Our Cost-Selling Successes.  
 Our Aim is Constantly Toward the Mark of Public Patron-  
 age.  
 Our Story is Straight.  
 Our Prices Talk All Languages.  
 Our Forethought Gives You Bargains.  
 Our Desire is to Move Goods, Not to Get Cash.  
 One of the Strongest Lines to Be Found.  
 Our Best Advertisement is Never Printed.  
 Our Popular Policy.  
 Our Shakespearean Department—"A Mid-Summer Night's  
 Dream"—Our Shirt Waists.  
 Our Ambition is to Sell More Than Others, and We Know  
 That Means to Sell Cheaper Than Others.  
 Our Motto—Purity and Accuracy.  
 Orders Taken for Coal and Wood.  
 Our Low Prices Are Loud Talkers.  
 Our 5c Cigars Can't Be Beat.  
 Oysters in Every Style.  
 One Long Lingering Look.  
 Ours Are Sure Thing Investments.  
 Odd Sale of Odd Ends at Odd Prices.  
 Our Semi-Annual Clearing Sale.  
 Only the Best is Good Enough.  
 On Sale Saturday, Only ——c Yard.

Our Guarantee, Nothing Better.  
 Our Best Pleases Best.  
 Our Greatest Advantage.  
 Our Best Customers Like These.  
 One Pair Makes You a Friend.

## P

Plenty of Style, Service and Fit.  
 Perfect Service Promptly Rendered.  
 Painting the Lilly and Improving the Waterman Seed Seem  
 Equally Absurd.  
 Price Making on a Rare Scale of Lowness.  
 Pace-Makers in Style.  
 Prices That Help You.  
 Plumpest Values Are Here.  
 Prices That Surprise—Values That Tell.  
 Perpendicular Truths—Horizontal Prices.  
 Profits Pared from All Prices.  
 Prices Shaved Doesn't Always Mean Money Saved.  
 Particular Purchasers Find Profitable Picking in Our Stocks.  
 Perfect in Construction, Superior in Finish.  
 Patterns That Please.  
 Perfect in All Points.  
 Perfect in Detail.  
 Perfect in Comfort, Style and Fit.  
 Pronounced the Very Best.  
 Promptness in Buying Will Secure This Bargain for You.  
 Pennies Saved Soon Make Pounds.  
 Pure Groceries at Half Price.

Prices Cut in Two.  
 Pleases the Mind, Warms the Body.  
 Peace on Earth—Light Prices to All.  
 Popular Prices Win Popular Favor.  
 Profit Forgotten.  
 Pittance Prices.  
 Prices That Tell—Goods That Sell.  
 Pure, Sure, Sells, Satisfies.  
 Put on Your Thinking Cap.  
 Pre-Eminence in Bargain Giving.  
 Price Counts Wherever Money is Counted.  
 Profit, Cost and Loss All Join Hands Now.  
 Practical Gift Suggestions.  
 Prices Lowest, Quality Best.  
 Prices Are Pleasing in Their Smallness.  
 Prices That Argue Stronger Than Words.  
 Prepare for the Worst by Getting the Best.  
 Patterns That Please at Prices That Please.  
 Pride Promoters.  
 Prices That Sparkle on Bright Bargains.  
 People Pleasing Presents, Per Pulverized Prices.  
 Purse Profits.  
 Poor Goods Cost Most.  
 Purse-Fitting Pleasures.  
 Put Money in Thy Purse.  
 Popular Prices Mean Right Prices.  
 Peppered Bargains and Salted Prices.  
 Plain Sewing Neatly Done.  
 Photographs Must Be Paid for in Advance.  
 Plain and Fancy Cakes to Order.

Positively No Credit.  
 Please Don't Ask for Credit.  
 Pianos Tuned and Repaired.  
 Paper Hanging and Calsonining.  
 Power in Proper Apparel.  
 Plainly Practical and Pratically Pleasing.  
 Pay Big Dividends in Satisfaction.  
 Prices as Hard to Match as the Goods.  
 Paltry Prices Paid for Ponderous Purchase.  
 Prices go to Pieces, but Quality Remains Firm.  
 Painful Pauses in Prosperity Have Compelled Us to Make  
 Special Prices on All Stock.  
 Prices Will Never Satisfy Until Quality Has Set the Mind at  
 Ease.  
 Prices Speak Louder Than Promises.  
 Powerful, Peerless, Defiance, Demonstration.  
 Pretty as a Picture.  
 Positive Proof of Excellence.  
 Pay for What You Get and Get What You Pay for.  
 Prices That Please.  
 People Appreciate Our Push.  
 Prices That Make It an Object.  
 Pretty Pictures Create Pretty Thoughts.  
 Prices Out of Joint.  
 Poor Goods Spoil the Temper.  
 Prices and Promptness Are Features of Which We Boast.  
 Perfect Plumbing Means Health in the Summer, Peace of  
 Mind in the Winter and Satisfaction All the Time.  
 Positively No Admittance.  
 Please Don't Spit on the Floor.

Price is the Thermometer of Values.  
 Price Pleasantries.  
 Prosperity Follows Thrift.  
 Passing Goods to the Public.  
 Pays in Money—Pays in Satisfaction.  
 Pure Price Reasons.  
 Price and Quality Yoked.  
 People of Any Color Treated White.  
 Patches of Prettiness.  
 Prices in Themselves Are Not Conclusive.  
 Profusion of Goodsness.  
 Price Isn't the Only Lever.  
 Particular Proofs in These Prices.  
 Positively the best Value Ever Offered for the Money.  
 Proven Itself to Be the Best.

## Q

Quality is a Consideration Demanded by the Careful Buyer.  
 Quality the True Test of Cheapness.  
 Quaint and Cute.  
 Quality Pleases—Prices Sell.  
 Quality Considered.  
 Quantity and Price Surpassed by None.  
 Quality Tells the Story of a True Bargain.  
 Quality Costs, but It's the Surest Guaranty.  
 Quality is Remembered Long After Price is Forgotten.  
 Quick Losses to Make Quick Sales.  
 Quick or They'll Be Gone.  
 Quality and Style Prove the Bargain.

"Quality" is the Password.  
 Quick Action.  
 Quality is Everything.  
 Quality the Highest; Prices the Lowest.  
 Quality First, Price Second.  
 Quick Sellers, and Why Not?  
 Queerest of Queer Trade Doings.  
 Quality, Style, Finish—These Are the Four Cardinal Points  
 of Excellence Which Distinguish "Our" Clothing from All  
 Others.  
 Quality Equal to the Best Made.  
 Qualities That Convince.  
 Quality Furniture—The Only Kind it Pays to Buy.

## R

Royal Examples of Expert Shirt Making.  
 Rare Paris Organdies. Rare Patterns. Rare Prices.  
 Ready-to-Put-on Suits That You'd Not Be Ready-to-Put-On  
 Till the Last Stitch Gives.  
 Removes the Cause and Cures the Headache in Five  
 Minutes.  
 Rare and Beautiful.  
 Reduced Prices.  
 Ready for Christmas.  
 Recommends Itself.  
 Real Merit and Real Economy.  
 Prices That Help You.  
 Real Dollar Values.  
 Returns at This Store Mean That Customers Return.

Recognize the Real Service and Positive Economies of This Store.

Remnants; Fine Quality, Exquisite Patterns—See the Bargain Prices.

Rainy Days Ahead! Dry Weather Price on These Umbrellas, \$1.

Right Prices and Up-to-Date Goods.

Recognized as the Standard.

Red Hot Reductions.

Ripe Bargains.

Rapid Selling Keeps the Stock Clean.

Rare Values, if You Want Them.

Really Remarkable Remnant Sales.

Reasonable and Seasonable.

Radical Reductions.

Ransom! Who Will Pay the Ransom on These Articles?

Repairing While You Wait.

Reliability Our Success.

Refreshments of All Kinds.

Recollections of Long Life Do Not Recall Anything Similar to Our Great Sale of ———

Rush of Business from a Whirlwind of Bargains.

Run Regularly, Fit Finely, Wear Well.

Ready—Command Us.

Retail Selling at Wholesale Prices.

Rightness First, Profit Afterward.

Rare Because of Style—Exceptional Because of Price.

Radical Revolution in Retailing—Revolutionizing the Regular Rates.

Ready-Made, but Custom Goodness.

Remnants at Less Than Remnants Prices.

Rooms, with or Without Board.

Real Worth for Hard Cash.

Rich Goods at Poor Prices.

Real Worth for the Tired Pocketbook.

Read Our Ads For the Latest Fads.

Ready for Inspection.

Real Economy Dwells in Real Quality.

## S

Surprise You—Only 60c Yard.

Selection Never Larger or More Attractive.

Stop a Moment and Consider the Money Advantage We Offer.

Special Day of Waist Remnants.

Some New Propositions for You This Week.

Several Reasons Why You Should Buy Your Neckwear Here.

Sharp Talks on Cutting Subjects. We Carry a Splendid Line of Cutlery.

Some at a Fourth, Some at a Third, Some at a Half.

Strong Shoes for Sturdy Boys.

Seasonable Suggestions for Correct Dressers.

Style, Quality, Price—Right.

Saves and Satisfies.

Success and the Cause of It.

Such Sales Are Seldom Seen.

Summer Things it Will Be Economy to Buy.

Selected from the Most Beautiful,  
 Solving the Problem of Daily Need,  
 Shoe Prices with Quality That Compel Your Attention.  
 Settle All Doubt by Examining the Goods. They Speak  
 Stronger Than We Can.  
 Some Live Wire Prices for This Week.  
 Seeing is Believing.  
 See Ours First or Last, but See Them.  
 Selling Carnival, Purchasing Jubilee.  
 Signs of the Times.  
 Superior in Beauty.  
 Strictly Hand Made.  
 Storm Slippers! Where'er It Rains It Reigns Supreme.  
 Simply a Perfect Shoe.  
 Strong Talk, but We've Got the Garments to Back It Up.  
 Same Snap and Style as Some High Priced Shoes.  
 School Outfitting Claims Attention Now.  
 SCHOOL SHOES—High School in Quality, Down to Kindergarten in Price.  
 Selling for 1-3 the Price Asked for Similar Goods.  
 Straightforward Statements.  
 Seldom Seen Specials.  
 Summer Fancies in the Latest and Prettiest Styles.  
 Springy Shoes for Spring and Summer.  
 Sooner Have Our Low Price or High Quality? Get Both in  
 These Garments.  
 Silks of Summer Brilliance and Autumn Brightness.  
 Sensible Summer Suitings Superbly Tailored.  
 Storm Rubbers—Cheapest Cough Medicine You Can Buy.  
 Spring Goods "Blossom" This Week.

Styles Were Never More Charming, Nor Prices So Tempting.  
 STOP THAT COUGH! It Means a Coffin. Try Our 20th  
 Century Cough Syrup, Only 25c.  
 Sold by the Sheriff! Bought by Us. You're Next.  
 Save a Few Dollars at Our Expense.  
 Shake Hands with Opportunity While It is Here.  
 Shoes That We Keep is the Kind to Wear.  
 Star Attractions to Guide You to the Great Removal Sale.  
 Saves Money, Saves Time, Saves Worry.  
 Shoe Sense for Sensible Men.  
 Style Makes Trade—Quality Holds It.  
 Shoes for Sunshine or Rain.  
 "Solid Comfort" Written All Over Them.  
 Spring Specialties.  
 Some Garments Are Guesses—These Are Results.  
 Spring Styles Now Ready for Inspection.  
 Suitable for 'Round the House Wear.  
 Shoes—This Style—The Road to Health.  
 Speakes for Itself.  
 Strength, Purity and Fragrance.  
 Special New Designs.  
 Simple in Construction—Always Ready.  
 Satisfy Yourself of Its Superior Merits.  
 Summer Time Bargains.  
 Sensible Garments.  
 SOMETHING—"A Little Different."  
 Spring Suits Made Right, Material Right, Style Right—These  
 3 Rights Cannot Disappoint.  
 Something Novel in Design, Beautiful in Coloring.  
 Special Values in Strictly High Grade Garments.

Sure-to-Please Selections.  
"Spoils from Every Clime" Are Congregated Here.  
Sightly! Worn Nighly, Made Rightly, Priced Slightly  
(Men's Night Shirts.)  
Suits Fit for a Prince at Prices Almost Within Reach of a  
Pauper.  
Sizes Broken in Some Lots, but Enough Left to Make Your  
Choice Easy and Profitable.  
Start Right and the End is in Sight.  
Style That is Best Becoming.  
Satisfaction is a Silent Salesman.  
Sound Sense and Sane Judgment.  
Sharp Eyes Find Big Savings.  
Small Cost for Much Pleasure.  
Small Economies Build the Bank Account.  
Shapes That Satisfy.  
Somersaults in Prices.  
Strong in Bargain Richness.  
Stoves Stored and Repaired.  
Sumptuous Satisfaction.  
Second-Hand Goods Bought and Sold.  
Snap for Snap-Hunters.  
Snappy Staple Sellers.  
Striking Money-Savers.  
Satisfaction the Prime Factor.  
Statement of Facts—Not Ghost Stories.  
Spring Means That Nature is Renewing Herself. Why Not  
Renew Your Apparel.  
Spot-Touching Excellence.  
Styles That Are Becoming and Snappy.

Stern Necessity Makes Rare Opportunity.  
Sleepy Beds.  
Snap Them Quick.  
Strong Trade Leaders.  
Satisfaction Brings Business.  
Small Savings Make Large Fortunes.  
Success of the Season.  
Same Old Loaf at the Same Old Price.  
Sizzlings Offerings at Cooling Prices.  
Showers of Gold Would Be Worthless if it Was Not for the  
Things Gold Will Buy.  
Suit You? Will Suit Anybody.  
Selling You We Sell All Your Friends.  
Seasonable Clothing Means Continued Health.  
Selling Poor Goods is a Lie—Goods Should Be Good—  
Ours Are.  
Short Prices for People a Little Shorter.  
Some of Our Jewelry Will Do More to Make a Happy Year  
for You and Your Friends Than Anything You Can Buy.  
Small Profits and Quick Sales.  
Stop! Look at Our Bargains.  
Summer Goods at a Sacrifice.  
Sweet Milk 5c Per Glass.  
Slight the Littles and Spoil the Whole.  
Some Spicy Talk.  
Seething Sea of Selling.  
Stick a Pin Into the Fact.  
Something Others Haven't.  
Slot Machines Outdone—Our Plan Did It.  
Store Attractions Multiply.



Strictly High Grade.  
Service Long After the Price is Forgotten.  
Spot Cash Will Get Greater Bargains Than Twenty Promises  
to Pay.

Styles to Suit All Occasions.  
Strong reinforcements of Style, Grace and Foot-Ease.  
Say What You Want.  
Say It to Our Face.  
Sold at a Sacrifice.  
Superb Selection of Easter Dry Goods.  
Sleet-Proof—Snow-Proof—Rain-Proof Coats.

## T

The Store That Never Disappoints.  
Taste, Quality and Price Recommend These.  
Telephone Us for What You Forget.  
There Are Other Stores Besides, but Not Beyond Us.  
The Foundation of a Comfortable Home Are Carpets and  
Rugs.

The Reduced Prices on These Challies Will Enable You to  
Retuce Your Temperature.

The Tip Top of Style for Half a Dollar.  
Take Your Pick While the Picking is Good.  
The Home of New Ideas and Honest Values.  
The Prices Are Shockingly Low, Quality Considered.  
This is Not a Dumping Place for the Mistakes of the Whole-  
sale Trade.

They're Wonders of the Tailor's Art—So Shaped and Built  
Up That They Almost Stand Alone.

The Apparel Off Proclaims the Man.  
Talk with Us on Any Doubtful Point.  
Trousers Protection. We Protect You Against Bad Fit, Bad  
Fabric, Bad Style, Bad Wear.

Time to Think of Hammocks—It's More Than That—It's  
Time to Buy Them.

Tailored Correctly and Fit Perfectly.  
This Isn't a "Job-Lot" of Neckwear, but an Overplus of Fine  
Scarfs, Which Must Vacate the Shelves to Make Way for Early  
Spring Arrivals.

Tailor-Made Suits from Abroad.  
There Are Two Kinds of Roasted Coffee. The Kind You Do  
Want—We Buy It—We Roast It—We Sell It at 40c a Pound.

The Most Efficient.  
The King of Its Kind.  
This Fabric is New.  
This Class of Clothing We Handle Exclusively.  
The Latest Parisian Fad.  
The Commercial Coma.  
The Only Scientific Footwear.  
To Sell Well is to Suit the Customer.  
To Be Ahead and to Keep Ahead is Our Aim.  
This Store is the Customers' Liberty Hall.  
The Buyer Ought Not to Give Us His Money Until We Suit  
Him.

There is Pleasure in Catering to Your Most Exacting Wants.  
To Suit You Suits Us.  
The Clerks Here Are Your Servants.  
To Please You is to Profit by You.  
To Lead in Every Line First is Our Ambition.

To Have You Leave Dissatisfied is to Leave Us More Dissatisfied.

These Are Wares That Wear.

They're Genuine.

Take Them While They Last.

Take Your Choice from This Choice Lot.

The Price is Higher, but They Are Nicer Than Ever.

The Early Buyer Gets the Choice.

The Best Materials Put Together by People Who Know How.

The Best and Most Popular.

The Fine Points of Profit Broken Off.

The Theme of the Hour—The Fad of the Day.

That Indefinable and Indispensable Thing Called Style.

Taking Advantage of the Best is Your Duty.

There Isn't a Good Kitchen Utensil Missing from the Stock;  
There Isn't a Poor One Here.

This Coat Doesn't "Hike" Up at the Collar—It's Made Right.

The Severest Critics Can Find No Fault with Our Work.

The Vanity is Here for You to Choose From.

The Key to Wealth is Right Buying; the Key to Health is  
Good Shoes.

This Business Didn't Grow by Chance.

The Goods and Prices Have Done Most.

Truly Remarkable Values.

There Are Reasons Why You Should Become Acquainted  
with Our Clothes.

The "Father of His Country" Would Have Been Glad to  
Buy Children's Clothing at These Prices.

This Winsome Ware Reflects Refined Taste.

There Are Spring Openings Here Every Day.

Talking About Strikes. How Do These Prices Strike You?  
There's No Best in Town if It's Not Found Here.

Timely, Clever and Correct Cravats—50c.

The Tailoring in This Clothing is What Talks.

The New Customers We Surprise—The Old Ones We Delight.

The Worm May Turn, but the Color in These Silks Will Not.

Tailored to Always Look Like Newly Made Garments.

The Excellence of These Goods is Their Best Advertisements.

They Look Well Here, but How Much Better You Would  
Look in Them.

The Store That's Making a Record.

These for Money and Others Too Numerous to Mention.

All Right or They Wouldn't Be Here.

The Only Skimping is in the Price.

The Kick of a Boy or the Skip of a Girl is Provided for in  
Our School Shoes.

The Latest Creation.

The Standard of Perfection.

The Best in Texture and Finish.

The September Sale Brings Economy.

The Proof of Time.

The Finishing Touch.

Take Advantage While the Advantage is Here to Take.

The Maximum of Value for the Minimum of Cost.

The Cool Calculating Man Provides Himself with a Fall  
Overcoat.

'Tis Better to Have These Goods Than Money.

The Dresses of the Night—Night Gowns—50c Each.

Thanksgiving is Every Day in the Year with Us.

These Bargains Give Profit to Both Buyer  
 The Facts in the Case.  
 The Best is Always the Most Economical.  
 They Are Original and Have Never Been Equaled.  
 The Best in the World.  
 The Perfect Shoe for Women.  
 This is What You Want.  
 The Greatest Real Bargain in the Shoe Line This Season.  
 They Fit the Feet as Nature Intended.  
 They Are Superior to All Others.  
 Throw Off the Terrible Tyranny of Aching, Burning Feet.  
 They Will Speak for Themselves.  
 The Christmas Goods Makes You Feel Like Giving.  
 Truth is Powerful.  
 The People Vote for Us.  
 Thoughts for the Thrifty.  
 Those Who Know Say These Are Right.  
 The Best That's Made, or the Cheapest That's Good.  
 The Best Yet; See Them.  
 Try One; We Know the Verdict.  
 The Keynote of Our "Busy"ness.  
 The First Choice is the Best Choice.  
 This Store is Yours, to the Extent of Your Desires.  
 The Last Days of the Year and What We Have to Offer.  
 The Loss is Little, but the Bargains Are Big.  
 The Margin is so Small That it Doesn't Touch the Value at  
 All.  
 The Key of Wealth is Right Buying.  
 The Luxury of the Best at the Cost of the Cheapest.  
 The Key to the Situation.

Those Who Read and Act Will Profit.  
 Today's Thoughts for Busy People.  
 The Most Value for the Least Money.  
 Truth-Telling Advertising.  
 The Best and How to Get It.  
 The Best Goods at Any Price.  
 Trade Incidents to Save Your Cash.  
 The Common-Sense Idea.  
 The Clean-Up Price.  
 They Are Exclusive, but the Prices Are Very Reasonable.  
 The Wise Man Wants to Look Well. Our Suits Will Help  
 Him.  
 The Best and Purest Toilet Articles and Perfumes.  
 This Store Has No Bait, No Trash—But Quality and Variety  
 That Boy Will Find His Match in Our School Shoes.  
 There is a Superior Grace and Character to Our Tailor-Made  
 Suits.  
 These Are All "Made to Order" Garments—New, Excellent  
 Values.  
 Toilet Articles, Mounted and Unmounted in Sterling.  
 The First of the Season—Nice, Big Fat Oysters.  
 Top Coats at Bottom Prices.  
 The Economy of Luxury.  
 The Skyrocket of Bargains.  
 The Kind That Fit.  
 The Little Things Count Most.  
 The Safest Kind of an Investment.  
 Try Us Once and You Will Call Again.  
 The Best Suspender in the City.  
 This is the Store to Get the Full Value of Your Money.

Ties Which Please Correct Dressers.  
 Try Our Home-Made Bread.  
 The Clock Ticks; We Don't.  
 The Highway of Great Bargains.  
 The Poor Boy's Progress is Largely a Question of Appearance.  
 "The Tempest"—In the Other Stores, Due to Our Prices.  
 The Summit of Success.  
 Timely Tips for Bargain Hunters.  
 The American Idea—Get the Best for the Least Money.  
 Easily Readily Realized Here.  
 The Power of Money Demonstrated.  
 The Art Student Enjoys a Treat in Examining Our Pattern Hats.  
 Thoughts in Clothing.  
 The Temple of Fashion—The House of Elegance.  
 These "Just-So" Shirt Waists.  
 The Pleasures of the Table.  
 The Best Goods That Money and Skill Can Produce Made in Properly Fed.  
 The World's "Work" Can Best Be Accomplished by the America and Personally Guaranteed by the Maker.  
 The Home of Low Prices.  
 To Have and to Hold Your Business is Our Greatest Desire.  
 The March of Progress Finds Us Keeping Time as Usual.  
 There's no money in Politics Save for the Few, but in Our Great Bargains There's Money for You.  
 The Fourth is Away Off, but We'll Fire a Gun.  
 There is a Point Where Cheapness Ceases to Be Economy.  
 Turning Shoes Into Cash.

The Perfect Picture of You—Our Photographs. That's the Word—Perfection.  
 The Sun of Commerce Casts a Shadow Which Has a Bad Effect on Inferior Goods.  
 The Best Advertiser, the Most Patronized, the Least Criticised, and the Most Eulogized.  
 Talk, Straight from the Shoulder.  
 Take a Single Squint at These Hints.  
 The A B C of Successful Merchandising.  
 The "Whip Hand." We Are Driving Our Stock.  
 The Greatest Luxury a Gentleman Can Enjoy is Comfort.  
 The Sun of a New Prosperity is Rising Over the Hilltops of Discontent.  
 The Whirl of the Town.  
 The Milk in the Coconut.  
 Their Economy is Their Wearing Quality.  
 Taste and Ability Make Our Work the Best.  
 The Hope of the Rich, the Joy of the Middle Classes, a Blessing to the Poor.  
 The Goods Create the Demand.  
 Tenderfoot Footwear.  
 The Final Test is Wear.  
 Truth Needs No Trumpets.  
 Taste for the Beautiful Makes You Appreciate These.  
 The Winds of Competition Only Makes Our Trade Soar the Higher.  
 Teeth Are What You Make Them.  
 The Gospel of Truth and Low Prices.  
 The Purchaser—His Privileges and Prerogatives.  
 The Test of Goods is Their Worth—Not Their Selling Price.

To Have Been First Proves Antiquity—To Have Become  
First Proves Merit.

The Price Leans Your Way.

Taking Chances is Bad Policy.

The Key-note of the Season's Styles.

To Be Sure It's Warm, but Here's a Remedy.

These Goods Make the Prices Look Small.

The Power of Price is the Daylight of Truth.

The Best Friend You Have is Waiting For You.

Trouble is Brewing for Merchants Who Do Not Read Aright  
the Signs of the Times.

Think Before You Buy, and Then You'll Buy.

The Fire is Not Yet Out in Our Great Reduction Sale.

The Goods and the Prices Don't Balance. The Prices Are  
on the Low Side of the Scale.

The Comfortable, Fitable, Wearable Kind.

The Best Staples and the Prettiest of Fancies.

Taking Things on Faith.

They Cost More—They're Worth More.

Tremendous Triumphs in Trade.

There Are Imitations, but Not Rivals.

The Days of Days—The Time of Times.

The Fittest of Fits.

The Rain of Dollars.

There is More in the Snits Than Material and Stitches.

The Almighty Dollar Rules the World These Hard Times.

The Man of Taste Never Allows His Taste to Fall Short of  
His Shoes.

Thoroughly Washed of Profit—Put Through the Bargain  
Wringer.

Time is Precious—So is Truth.

The Human Race is but a Contest for Dollars.

They Look Delicate, but Have Wearing Qualities.

Trade Temptations.

There's Bestness Here.

The Destiny of Dollars.

These Prices Are Peerless.

The Portal of Opportunity.

Thin Things for Torrid Times.

Touched with Temptingness.

There Are Others—These Are the Best.

To Give Gracefully, Select Thoughtfully.

The More You Spend the More You Save.

The Cream of the Season.

The Wealth of Artisticness.

These Prices Keep Us Busy.

The Slickest Wheel That Whirls.

Trimmed Hats at Trimmed Prices.

There's Plenty Here.

The Season for Buying.

Things You Want to See.

The Things for Christmas.

Take Them and Try Them.

The One Good Thing for You.

The Quality Makes the Value.

These Goods Are Made by the Best Manufacturer.

The Difference Should be Worth a "Whole Lot."

The Busier We Get the Brighter Our Ideas Grow.

True Economy, Because They Last.

The More Pairs You Buy the More Money Saved.

Time to Turn Over a New Leaf—Plenty of Them in These  
Memorandum Books.

## U

Under-Priced Because Over-Stocked.  
United Satisfaction to Our Customers and Ourselves.  
Up-to-Date Footwear.  
Up-to-Date Shoes Costs No More Than You Pay for the  
Ordinary Kind Elsewhere.  
Unsurpassed in Finish.  
Undersealing Undermuslin.  
Up to Our Standard—Down to Your Price.  
Unmatched Prices on Matchless Goods.  
Unfurnished Room for Rent.  
Unmorenas Re-Covered and Re-Paired.  
Unexcelled in Construction, Materials Used and Finish.  
Useful Articles for Substantial Holiday Gifts.  
Unwrinkled Surface and Trim Fit.

## V

Varied and Beautiful.  
Values That Are Revelations.  
Valentines That Touch the Heart Deeply, but the Purse  
Lightly.  
Values That Will Make You Glad.  
Very Best for the Very Least.  
Violin and Guitar Strings  
Value Measured by Quality—Price Measured by Necessity.

Volume of Business, Not Large Margins, Makes These Possible.

Values That Thrill the Bargain-Hunter.  
Volcanic Eruption of Bargains.

## W

When You Buy This Shirt for a Dollar Your Money is Not  
Spent—It is Invested.

We Can't Dodge Facts—And You Won't; Here's Dollar  
Savings for the Neat Dresser.

We Underbuy and Undersell.

We Have Been Looking for You—Now Listen.  
Weekly Bargain Counter.

We're so Far Ahead That We're Lonesome.  
Weekly Specials—They Go Fast.

We Sell the Best Pianos Money Will Buy.  
We're Not Selling Out; We're Outselling.

We Are Always on the Alert.  
What Your Dollar Will Buy.

We're Waiting to Wait on You.

We'll Take 'Em Back if You Say So.

We Carry a Stock to Please You.

We Are Ready for Fall. Are You?

We Build Business on This Foundation.

What You Want and the Right Price for It.

We Know How and Do as Well as We Know.

We Please You When Pleasing is Possible.

We're Never Outdone.

Worth Makes the Bargain.

When in Doubt, See Our Stock.

We Give You All the Value Possible.

We Lose on These, but We Gain Your Favor.

We Like Best to Have You Find What You Like.

We Give You Values That Give You Pleasure.

Wedding Suggestions! Our Stock is a Collection of Pleasing Suggestions.

We Need Money—If You Need Clothing Now is the Chance to Get Bargains.

We Make Prices That Make Friends.

We'll Do You Good—Won't You Let Us Try.

We'll Tell You of a Better, if There is One.

We Never Fail to Please Those Who Want the Best.

We Save Your Money.

What We Say We Mean.

White Things for Comfort.

Wealth Comes from Judgment.

We Are Always Ready—Are You?

We Were Lucky in Buying—So Will You Be.

We Never Disappoint.

We Smile at Your Doubts.

We've Bought the Best Again.

We Give Advice When Requested, and Then Cheerfully.

Wear Longest and Look Best.

We Preach Low Prices.

What We Say is What We Mean.

Well, What Do You Think of This?

We Give Your Meals a Touch of Elegance Through Our Offerings.

What We Sell is Clothing You May Depend on.

We Have the Power to Make the Prices, and We Make the Price a Power.

We Want You to Take a Look.

We Think You Are More Interested in What You Buy Than Where You Buy.

We Don't Think "Something Else is Just as Good" as the Thing You Call For.

We Cannot Profit Unless We Please.

We Have Nothing for Sale That is Cheap—But Anything That Is Good at Fair Prices.

What Will the Harvest Be Unless You Reap of Our Bargains?

We Solicit Your Trade, but Don't Want It Without Honor.

We Are Compelled to Ask 12 1-2c for This Hosiery.

We May Sometimes Fail to Satisfy the Hard-to-Please Customer in Prices, but Never in the Quality of Our Goods.

We Guarantee Satisfaction, Because the Goods Are Right.

We Ought to Charge More for These for They Are Good Enough to Stand It.

What is Home Without a Good Bed.

We're Elected to Serve the People—Been in Office 10 Years.

Why Don't You Have a Talk With Us About Clothes.

Where Intelligent Buying Brings About Success.

We're Out-Talked Often—Outdone Never.

We Can Make It Warm for You if You Need Blankets.

We Cater to No Particular Class, but Welcome and Provide for All.

Walking Advertisements Are the Well-Dressed Men Who Wear Our Perfect Fitting Clothing.

We Fit the Hard to Fit.

What You Waste at Some Stores Would Go a Long Way Here.

We Plan Largely, We Select Carefully, We Buy at Low Prices—And You Shall Do Likewise.

We Always Sell You More Value for Cash Than Others Do for Credit.

We Get Bargains for Cash That Credit Never Sees.

We'll Take Care of Your Prescription.

We Appeal to Your Judgment.

We Get Trade by Keeping the Best Goods.

We Do What We Promise and Promise Only What We Can Do.

We Believe That "Honesty is the Best Policy" Because We Have Succeeded and It Has Been Our Only Policy.

We Originate—Others Imitate.

We Slice the Price—Not the Quality.

What We Say is True, What We Do is Legitimate; What We Promise is Fulfilled.

Winter Wraps Not at January Prices.

WOMEN FIND OUT THINGS—Any Married Man Will Tell You That—And They've Found Out Where Money Brings Most Linen Quality.

We Want to Make Every Day a Busy One.

We Make Money—You Save Money—at This Price.

We Want You to See Them—We're Sure You'll Like Them.

Worthy Clear Through.

We Beckon Your Dollars.

We Know They're Pretty.

We Are After Your Fall Wants.

Will Always Keep Soft and Pliable.

We Trust Your Judgment.

Where Can You Do Better?

What We Give You for Your Dollar.

We Have What's Worth Having.

We'll Suggest if You Like.

When We Say Excellent, You Know We Mean It.

We Know the Best and Sell the Best.

We Want Your Opinion—Come and Give It.

We Want to Prove Our Leadership.

Will Outwear Any Shoe Made.

Winter Weight Shoes.

What We Claim to Do We Guarantee.

We Only Proffer Advice When It is Asked.

We Covet for Our Goods a Searching Examination.

We Strive to Have No Vacancies in Our Assortments.

We Seek Profit When We Buy More Than When We Sell.

When in Doubt Don't Buy—Wait.

We Seek Any Customer's Suggestions.

We Can't Afford to Sell at High Prices.

We Shall Be Here a Good Many Tomorrows.

We Cannot Make Money Here if You Don't.

We Trade so That You Can Tell of Your Bargains.

We Have Several Prices to Fit Several Values.

We Are Pleased When You Go to Other Stores First.

We Don't Know Everything and We Ask Your Criticism.

We Like to Have Our Store the Customer's Club-House.

What the Most Careful Customer Demands We Try to Supply.

We Buy so That We Can Sell, and Sell so That We Can Sell Again.



When Buying Buy for Prosperity.  
 We Carry the Finest Line of Goods to Be Obtained.  
 Without a Rival.  
 We Invite inspection.  
 We Look for Patronage to Those Who Appreciate Honest  
 Value in Clothing.  
 We Make a Specialty of Ordered Work.  
 When You Buy Me You Save Money.  
 Will Last a Life Time and Cannot Get Out of Order.  
 What Can We Offer You?  
 Why Wait Till the Weather "Must"? There's a Heap 'O  
 Comfort in Knowing Your Ready.  
 We Give All That the Tailor Gives and Take One-Half of  
 What He Takes.  
 White Waistcoats are Like Collars—You Can't Have Too  
 Many of Them.  
 We Complain Because Some of Our Customers and Friends  
 Don't Complain When They Have Reason or Only Think They  
 Have.  
 Wonderful Opportunities Among the Remnants.  
 We Stand on the Foundation Stone of Style, Quality and  
 Price.  
 We Have Knocked Prices Topsy-Turvy.  
 We Have Trunks That Will Laugh at Any Baggage Man.  
 We Expend Values and Condense Prices.  
 We Don't Promise the Earth for a Nickle.  
 We Are Here to Think of Your Interests.  
 What You Buy Thoughtlessly We Buy Back.  
 We Couldn't Afford to Give You a Bad Bargain.  
 Women's Summer Wants in Neckwear.

Will Suit You Precisely on Summer Underwear.  
 Will Suit You Precisely on Summer Silks.  
 We Shelter You From the Sun and Storm at Prices That  
 Touch You Easy—Parasols.  
 We Need Not Quote the Actual Value. They Speak for  
 Themselves at 25 Cents.  
 When You Put Your Foot in This Shoe Your Shoe Troubles  
 Are Ended.  
 We Have Built Up a Great Reputation for Giving a  
 Dollar's Worth for a Dollar.  
 We Sell Only Goods That Are Worth Buying.  
 We Wish to Sell You Only What You Wish to Buy.  
 We Have All the Novelties—Without the Fancy Prices.  
 We Indorse the Goods When We Sell Them in Our Store.  
 We Aim to Make Our Store First in the Hearts of Our  
 Countrywomen.  
 We Try to Avoid Making Mistakes, but Never to Avoid  
 Righting Them.  
 We Do Everything to Sell Our Goods Except to Misrepresent  
 Them.  
 We Are Always Anxious to Make Amends for Any Mistakes  
 That You or We May Make.  
 We Want Pleased Patrons—The Kind That Stay.  
 We Care for the Quality; You Care for the Price.  
 Wisdom Leads the Way.  
 Where Empty Pocketbooks Hold Carnival.  
 We Are Tooting Our Horn—Each Toot is New.  
 Weath May Be Sordid, but Most of Us Would Be Happy to  
 Get a Little of It.  
 We Do This for You.

We'll Help You Buy Yourself Rich.  
 We Know Our Stock and Are Proud of It.  
 We Appeal to Your Fondness and Satisfy Your Pride.  
 We Give Facts and Name the Prices—No Time for Foolish-  
 ness.  
 We're Surprised at These Prices Ourselves.  
 We Don't Make to Order, but We Make to Fit.  
 We Court Comparison.  
 Worth Works Wonder.  
 We're Proud of Our Efforts.  
 What Say We Do. We Do Do.  
 Why Are We Like Charity? The Answer is Easy. Charity  
 Never Fails, Neither Do We.  
 We Make Bad Teeth Good.  
 We Maintain The Right Standard.  
 We Are Fishing for Your Patronage and the Bait We Are  
 Using is High Values.  
 Watch repairing a Specialty. Work Warranted.  
 What Benefits You Benefits Us.  
 War in China.  
 Well-Made Goods for Critical Buyers.  
 Whole Values at Broken Prices.  
 We Sell from the Earners' Standpoint.  
 We Fill the Gap Quick and Right.  
 We Keep the Prices Down and Beauty Up.  
 Will Be Back Soon.  
 What Can We Offer You.  
 We Guarantee Everything We Make.  
 We Don't Give the Most, We Give the Best.  
 Watch Them Wear.

Wide Awake as Usual.  
 What a Wealth of Worth.  
 We Multiply Your Pleasures.  
 Warm Wollens for Winter Weather.  
 Wet Weather Winter Women's Wear.  
 When You Think of ——— You Think of Us.  
 We Sooth the Rough Edges of Collars and Cuffs.  
 We Put You on the Top by Selling You at the Bottom.  
 We Create Ideas—Never Follow Others.  
 When the Fox Said the Grapes Were Sour He Fooled No  
 One.  
 We Bow Low to the Degree of Necessity.  
 Wisdom Applied to Practice is Called Prudence.  
 We Keep All Grades, but the Lowest Quality Starts at Good  
 and Goes on Up.  
 We're Humming with Business.  
 We Keep the Best of Everything.  
 We Sell Cheap for Cash.  
 Walk in and Examine Our Goods.  
 We Warrant Our Goods.  
 Wholesale and Retail.  
 Winter Goods at a Sacrifice.  
 We Keep Fine Stationary.  
 What Do You Think of These?  
 We Sell for Cash Only.  
 We Defy Competition.  
 We Study to Please.  
 Wheels Bought, Sold and Exchanged.  
 Warm Meals at All Hours.  
 We Furnish Plans and Specifications.

We Fit Hats to the Style of the Person.  
 We Can Beat Noise in Drawing Custom by the Simple and  
 Quiet Attractiveness of Honest Goods at Honest Prices.  
 Well Worth Your While.  
 We'll Tell You What We'll Do.  
 We Are Not the Only Breaker on the Beach.  
 We Don't Propose to Work on Your Imagination by Glow-  
 ing adjectives and Gush.  
 When Your Ship Comes in May Be Years. Right Now,  
 Though, is Your Chance.  
 What You Like Best is What We Sell You.  
 Women Can Scent Bargains Miles Away.  
 We Don't Follow the Leaders; We Lead the Followers.  
 We Mean Business and We Intend to Have Lots of It.  
 When We Hear a Cry for Help We Extend a Helping Hand.  
 We Waste no Time in Useless Blows, but Strike the Nail  
 and in it Goes.  
 We Have Reached the Empire of Success.  
 We Give Lessons in Right Buying by Examples in Low Sell-  
 ing.  
 We Sell Clocks and Watches That Are Right at the Prices  
 That Are Right.  
 We Guarantee to Satisfy You.  
 We'll Welcome You.  
 Where the Goods Come In.  
 Worthy Things That Look Well.  
 We've Prepared for the Holidays.  
 We Cannot Do More—You Should Not Do Less Than Try It.  
 We Offer You Something Better Than Anyone Else for the  
 Same Money.

We Excell as Well as Undersell.  
 Wonderfully Economical.  
 We Are Building Business—That is to Grow with Your  
 Approval.  
 Words Are Words—But We Offer More.  
 Wet Weather Specialties.  
 What to Wear; What to Use for Dress Trimmings.  
 What is Most Desirable in Shoes?—Easy Feet—You'll Find  
 Them Here.  
 we Stand Behind Everyone Sold.  
 We Make Them Right—We Price Them Right.  
 Way Do You Pay Two Profits When One Will Do?

## Y

Your Judgment Will Tell You at a Glance—Extraordinary  
 Values.  
 Your Fall Suit is Here.  
 You Can Thank the Weather for These Bargain Chances.  
 Your Income is of Less Importance Than What You Save.  
 Yours if You Want It.  
 You'll Applaud Our Efforts.  
 Your Fancy and How We Satisfy It.  
 You'll Take Our Good Ones.  
 Your Opinion of Thees, Please.  
 You Can Go Farther, but Can't Do Any Better.  
 You'll Enjoy Giving at These Prices.  
 You Can Buy More When We Sell for Less.  
 You Know How Much We Want to Please.  
 You'll Never Be Displeased with the Chances Offered Here.

You Never Run a Risk Here.  
 You Don't Get the Best if You Don't Purchase Here.  
 You Might Get Cheaper Ones, but They Couldn't Be as Good.  
 Your Ideas Suited Here.  
 You Save Time and Labor by Its Use.  
 You Can't Go Wrong Buying Here Because We Buy Right.  
 You'll Find What You Want Here at Saving Prices.  
 Your Loss; If You Don't Buy It Now. Our Profit; We Will Get a Higher Price for It Tomorrow.  
 You'll Never Lose Your Job if You Depend on This Alarm Clock—\$1.50.  
 You'll See Two Good Points When Examining These Laces—The Material and the Price.  
 You Will Get "the Proper Light on the Subject," if You Use This Lamp.  
 You Needn't Inquire Concerning Our Bargains. They Speak for Themselves.  
 You May Find as Good Shoes Elsewhere, but You Will Pay More.  
 You Are Welcome Here.  
 You Are the Judge, Also the Jury.  
 You May Pay More—You Can't Get Better Value.  
 You Can't Make a Mistake.  
 You'll Elect Us for Bargains.  
 Your Chance to Get the Best.  
 You'll Be Sure of the Quality.  
 You'll Never Forget How Nice They Are.  
 You'll Be Well Dressed if Furnish the Things.

You'll Not Find a Better.  
 Your Dollar Expands Here.  
 You Can Have Our Best Advise When You Ask for It.  
 You May Be Sure They Are the Best Made.  
 Your Advantage.  
 Your Attendance is Respectfully Requested—You Will Be More Than Paid.  
 You Will Be Money Ahead by Doing It.  
 You Never Faced Such Out-and-Out Sacrificing as This.  
 You Get the Values, We Get the Business.  
 Your Coming Merely to Look Pleases Us.  
 You Don't Wait Here—You're Waited Upon.  
 Your "Good-By" Means a Return of Buy and Buy.  
 You Can Do Sharp Trading in Cutlery Here.  
 Your Best Move.  
 You'll Make No Mistake in Following the Crowd.  
 You Don't Want Wheels Within Wheels; Get a Strong  
 You Have the Confidence, We Have the Goods—Let's Trade.  
 You Have the Confidence, We Have the Goods—Let's Trade.  
 You Have Horse Sense, Then Don't Be a Donkey.  
 You Can Have More Riches by Practicing Less False Economy.  
 Yours for Half.  
 You Can't Afford to Pay Even a Few Odd Cents if the Expenditure is Useless.  
 You Recognize Its Rightness.  
 Your Approval is Our Ambition.  
 Your Position and Ours is a Mutual One.  
 Yours for a Nickle.

ESTABLISHED 1895

# *The Thompson School of Lettering*

HEADQUARTERS FOR

SHOW CARD WRITERS' SUPPLIES,  
INSTRUCTIONS, ETC.

Up-to-date scientific instruction by mail.

Twenty illustrated lessons on Display Sign, Show Card and Ticket Lettering with special practice copies and corrections on students' work during the entire course, for \$10.00.

No time limit. We are personally interested in the success of all our students. We have the most complete equipment in America for successful teaching of the art by correspondence.

Our system is endorsed by the most expert show card writers in the world.



# New and Improved Lessons by Mail.

---

A Complete and Perfect System of Instruction by Mail on  
Rapid and Ornamental Lettering for Display Signs, Show  
Cards, Etc.

---

Our course of instruction is based on practical experience, and has been REVISED AND ENLARGED. The work of entire set of lessons with copies, etc., is acknowledged by all to be not only pre-eminently practical, but extensive, artistic and largely original.

The lessons are devoted to the beginner and full of up-to-date methods for those of some experience, who wish to do better work and more rapidly than usual. A special and distinctive feature in this course of instruction is the careful and methodical arrangement of the different alphabets, copies and exercises placed before students. Each lesson is corrected when necessary with special outlines in detail and returned with following lesson.

By our methods we can teach you just as quickly by mail as we can personally, and do it just as thoroughly. The work is designed especially for practical business purposes, giving full directions respecting many styles of lettering, position, movement, spacing, designs and arrangement; a full diagram of large and small letters, directions in regard to materials, etc. Everything is so arranged that anyone pos-

sessing energy and ordinary intelligence can easily master the art in spare time.

We are thoroughly convinced that we have the best and most complete course of instruction ever placed before the public. It was honestly designed to teach. Every lesson brings new inspiration—just the instruction and outlines you require for rapid advancement.

We have evidence of this from students in every state of the Union and foreign countries. Genuine satisfaction to students in this line of work does not come by accident. It's careful, individual study, back up by long experience—it's the knowing exactly what to do to make the study interesting and valuable to each student. It has taken time and money to perfect a system of instruction that would meet all the exacting requirements for success among all students.

It may take you only two months to become a finished practical card writer, or it may take a year, that depends on the time you have to study and practice. We will continue to teach you, correct your work with helpful suggestions and furnish copies as long as you are willing to learn—and you'll enjoy every minute in the work.

The course is comprehensive from beginning to end and enables all to do new and novel designs in show card and price ticket work with the same ease and certainty that a line is drawn by the aid of a straight edge.

A final Diploma will be given to every student who has completed the course, student's name filled in and diploma securely mailed in tube, post paid.

Our terms are Ten Dollars (\$10.00) cash for a complete course of instruction by mail, embracing twenty practical lessons in detail, together with helpful corrections and suggestions on students' work of each lesson sent in. The corrections are adapted to the individual needs of the student during the entire course.

This amount (\$10.00) includes Beginner's Lettering outfit, necessary to begin study and practice.

First lesson and outfit forwarded promptly when student enrolls, and each following lesson mailed as advised, or when specimen work on previous lesson is sent in for correction. By this means the learner is always in close contact with the work in hand and will readily follow the progressive changes from one style of lettering to another, each forming a link in the development of the art until excellence is reached.

Remit by registered letter, postal order, express order or draft, payable to

## **The THOMPSON SCHOOL OF LETTERING, Pontiac, Michigan.**

# Window Trimmers' Rapid Pen Lettering Outfit

## CONTENTS.

Three Broad Lettering Pens, Suitable sizes for Show Card Work.

Six Packages of Ink Powder, Assorted colors—Black, Red, Brown Green, Blue and Purple, with full directions for making a rich, Glossy, Marking and Shading Ink.

Two Sets of Alphabets, Large and Small Letters, with instruction Chart and Copies.

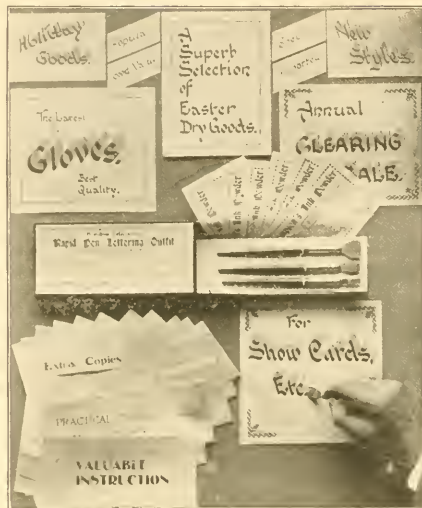
Set of Figures for Price Tickets.

The two sets of alphabets (Marking and Rapid Show Card Style) and lettering chart with extra copies, will be found interesting and valuable. The chart contains exercises showing the construction and principles of capitals and small letters. Just the thing for all in every day work, being simple, rapid and attractive. The lettering of alphabet sheets and chart is hand work in beautiful colors, fresh from the pen, with printed instruction below each line. A few minutes' practice with this chart will dispel entirely the idea that difficulty stands in the way of understanding the art of Rapid Pen Lettering with artistic finish.

The extra copies contain a pleasing and comprehensive variety of exercises, so that any person writing an ordinary hand can make very rapid progress in lettering and duplicate the above cards and a large variety of similar work in a very short time.

**PRICE COMPLETE, \$2.00 POST PAID.**

W. A. THOMPSON,  
Pontiac, Mich.





# SUPPLIES

## SHADING PENS.

Making a Shaded Mark of Two Colors at a Single Stroke of the Pen.

No.	Size.	Price.
0	1-16 inch wide	20 cents each post paid
1	1-8 " "	20 " " " "
2	3-16 " "	20 " " " "
3	1-4 " "	20 " " " "
4	3-8 " "	20 " " " "
5	1-2 " "	20 " " " "
6	3-4 " "	25 " " " "
8	7-8 " "	25 " " " "

## PLAIN PENS

For Making Back Ground Tints, Etc.

0	1-16 inch wide	20 cents each post paid
1	1-8 " "	20 " " " "
2	3-16 " "	20 " " " "
3	1-4 " "	20 " " " "
4	3-8 " "	20 " " " "
5	1-2 " "	20 " " " "
6	3-4 " "	25 " " " "
8	7-8 " "	25 " " " "

## MARKING PENS

Make a Solid, Plain Mark, Full Strength of Color.

00	1-32 inch wide	20 cents each post paid
1	1-8 " "	" " " "
2	3-16 " "	" " " "
3	1-4 " "	" " " "
4	3-8 " "	" " " "
5	1-2 " "	" " " "

## SHADING PEN INKS.

### Finest Quality

Black.....	15 cents per bottle
Blue.....	15 " "
Brown.....	15 " "
Purple.....	15 " "
Red.....	15 " "
Green.....	15 " "

Sample bottles sent by mail on receipt of price and 4 cents for postage.

## Automatic and Marking Pen Alphabets.

Clean cut work, fresh from the pen. Each set, both large and small letters.

Rapid Marking .....	25 cents postpaid
German text .....	25 " "
Old English .....	25 " "
German round hand .....	25 " "
Show Card Style .....	25 " "

## THOMPSON'S INK POWDER.

### For Rapid Pen Lettering.

The chemicals in this Ink Powder are identical with those used to make our Celebrated Shading Inks, which have for years been recognized as standard.

Makes a beautiful glossy ink for ticket writing, show card work and ornamental lettering of all kinds.

Assorted colors—Black, Blue, Brown, Red, Purple and Green. Full directions for making shading ink. Choice of colors, 10c per package, postpaid. Six packages, 50c postpaid.

Card writers can save money by using this Ink Powder for general pen lettering.

## Lettering Pencils and Brushes.

### EXTRA FINE OX HAIR LETTERING PENCILS.

In silver plated ferrules, with polished handles. Perfect in elasticity and ease in lettering. Alternate sizes are recommended for a good variety of card—sign work.

No. 1.....12 cents each	No. 5.....20 cents each
" 2.....12       "	" 6.....20       "
" 3.....16       "	" 7.....25       "
" 4.....18       "	" 8.....25       "

### OX HAIR BRUSHES. BROAD—FLAT.

#### For Sign Writers' Use.

1-4 inch wide....30 cents each	3-4 inch wide....50 cents each
1-2 inch wide....40       "	1 inch wide....60       "

### STRIPING PENCILS.

No. 4, Rose Silk Binding..5 cts No. 8, Rose Silk Binding..8 cts

### EXTRA FINE RED SABLE LETTERING PENCILS.

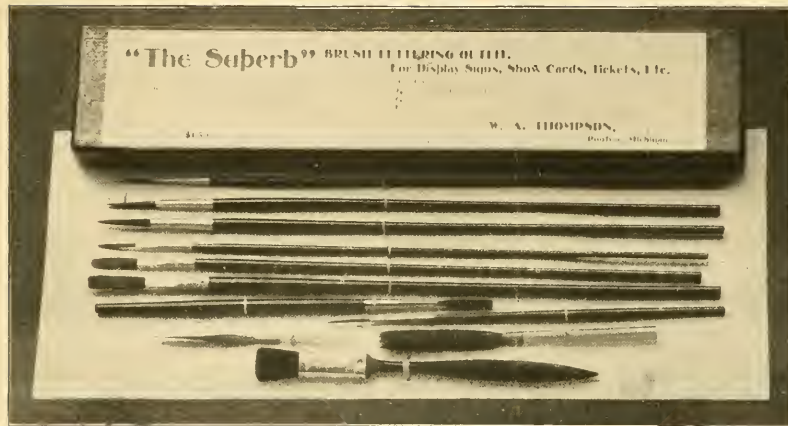
#### Silver Plated Ferrules.

Hair 3-4, 11-8 and 11-4 inches Long.

No. 1.....12 cents each	No. 5.....25 cents each
" 2.....15       "	" 6.....35       "
" 3.....18       "	" 7.....45       "
" 4.....20       "	" 8.....55       "

Polished Handles Furnished with All Pencils, Postpaid. ....

# "The Superb" Brush Lettering Outfit.



For  
Display Signs,  
Show Cards,  
Tickets,  
Etc.

## CONTENTS.

### Fine Ox Hair Lettering Brushes.

- Size No. 1.—Two Brushes, Round and Flat.
- Size No. 3.—Two Brushes, Round and Flat.
- Size No. 5.—Two Brushes, Round and Flat.

One Ox Hair Lettering Pencil No. 1.—Metal Ferrule, Silver Plated.

One Ox Hair Lettering Pencil No. 6.—Metal Ferrule, Silver Plated.

Stripping Pencils in Quills. ....

One No. 4.—Rose Silk Binding.

One No. 8.—Rose Silk Binding.

One Ox Hair "Signwriter" Brush, Broad, Flat, 1-2 inch wide.  
This is the Finest Outfit the Cardwriter can use. Price  
\$1.50, post paid. Address W. A. THOMPSON, Pontiac, Mich.



### "EVER READY" Show Card Paint Ink

Liquid form. Strong, bright colors. Absolute purity guaranteed. No soiling the hands, stock or surroundings.

**PRICES:** Red and White, 25c each.

Black, Blue Green and Yellow, 20c each.

Shipped only by express.

L. of C.



## Flitters.

For Sparkling effects, Gold, Silver, Crimson and Green, per package, 15c postpaid.

Bronzes, any color desired, 15c per package, postpaid.

Diamond Dust, 15c per package, postpaid.

Address, W. A. THOMPSON, Pontiac, Mich.

# EUREKA SHOW CARD PAINT

The Twentieth Century Lettering Medium.  
Ground by Machinery and ready for immediate  
use with the addition of water for thinning.



DRIES QUICK.      HEAVY BODY.      EASY LETTERING.

This paint is made expressly for brush lettering, display signs, show cards, tickets, etc., and fully answers all the varied requirements—sets up firm in lettering, will not rub, scale or crack, and for cleanliness and ease of application cannot be excelled. The colors below may be blended to make any required shade.

SIX COLORS, a good, serviceable outfit. Put up in screw top jars.

PRICES—Red, 30 cents each. White, Blue, Green, Yellow, Black, 25 cents each.

These prices are net. Shipped by express, charges collect.

Transportation on Show Card Paints (either EUREKA or EVER READY) may be reduced by ordering a supply at one time, as express charges on one or two colors will amount to about the same as that on half a dozen lots.

Address, W. A. THOMPSON,  
Pontiac, Mich.

# Letter Patterns.

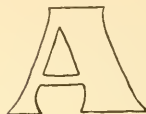
The use of letter patterns, not stencils, but true outlines, cut from a good quality of strawboard, showing the letter itself, is now used by the most experienced signwriters. With a good outline of letters to begin with, sign work is two-thirds done, and is a decided advantage to the expert as well as to the beginner. A pattern that is cut true will give a true outline. These patterns are ready to work from, and with proper care will last a life time.

## How to Use.

In general Sign Lettering, place the patterns upon the surface on which the letters are to be used, so that the spacing will be even, and proceed to outline them by running a sharp pointed pencil around the edge of the pattern. This will give a correct outline of the letters and ready for painting any color desired.

Very few sign painters shade letters correctly, but shading may be correctly done with patterns. First mark around the pattern to show the face of the letter, then move the pattern to the right or left (which ever side you desire the shading) and drop as far as you wish the shading to extend, and run the pencil along the outside edge as far as you wish the shading to extend, and run the pencil along the outside edge only. This will make the shading, all except joining the shades of the letter, which should be done with a line at an angle drawn from the point of the shading line to the point of the letter.

The following outlines will give an idea of the styles generally used, also price of each size, etc. In sending an order, note carefully the class or style you desire, also state size of letter you wish.



### Style No. 4.

2 inch letters	25c per set	Postage	3c
3	"	25c	"
4	"	25c	"
6	"	30c	"
8	"	40c	"
10	"	50c	"

### Style No. 6.

2 inch letters	25c per set	Postage	3c
3	"	25c	"
4	"	25c	"
6	"	30c	"
8	"	40c	"
10	"	50c	"

### Style No. 8.

2 inch letters	25c per set	Postage	3c
3	"	25c	"
4	"	25c	"
6	"	30c	"
8	"	40c	"
10	"	50c	"



#### Style No. 10.

2 inch letters	25c per set	Postage	3c
3	" 25c	"	3c
4	" 25c	"	5c
6	" 30c	"	7c
8	" 40c	"	10c
10	" 50c	"	14c



#### Style No. 24.

2 inch letters	25c per set	Postage	3c
3	" 25c	"	3c
4	" 25c	"	5c
6	" 30c	"	7c
8	" 40c	"	10c
10	" 50c	"	14c

#### Style No. 16.

2 inch letters	25c per set	Postage	3c
3	" 25c	"	3c
4	" 25c	"	5c
6	" 30c	"	7c
8	" 40c	"	10c
10	" 50c	"	14c



#### Style No. 20.

2 inch letters	25c per set	Postage	3c
3	" 25c	"	3c
4	" 25c	"	5c
6	" 30c	"	7c
8	" 40c	"	10c
10	" 50c	"	14c



Each set listed consists of 26 letters and character & Lower case letters to match any size or style may be had for the price quoted on capital letters. When four or more styles or sizes are ordered at one time, forwarding by express is often advisable. When this is desired, remit only the net amount of order without postage. Express charges may be paid on delivery of goods.

FIGURES—Neat, Strong and prominent styles.

Sizes 2 to 4 inches high 20c per set postpaid.

Sizes 6 to 8 inches high 30c per set, postpaid.

Sizes 8 to 10 inches high 40c per set, postpaid.

# ARE YOU LOOKING FOR IDEAS?

Ideas that will be worth dollars to you.

If you are, you cannot afford to be without the following list.

This is a special, and entirely new series, each number contains invaluable knowledge on each subject in question.

From a practical standpoint it has cost many a man considerable outlay and inconvenience just to get to know what is explained by any one of the following numbers. They are not books, but small leaflets giving instruction from experience boiled down in compact form.

## SEE WHAT THE LIST CONTAINS:

### No. X25. SIGN WRITING.

How to begin work.

Method of practice for free movement with valuable suggestions for best results.

### No. X26. MUSLIN SIGNS.

What material to use.

How to mix paint for same.

Practical hints to bring out finished job.

### No. X27. SMALT SIGNS.

What paint to use and how to prepare back-ground.

How to apply smalts for neat work.

### No. X28. OIL CLOTH and OPAQUE CLOTH SIGNS.

Management for quick work.

How to prevent paint from crawling on oil cloth.

Hints on hangers, advertising signs, etc.

### No. X29. PREPARING SIGN BOARDS for Good Work, Priming, etc.

How to prevent blistering and chipping when exposed.

How to bring out uneven or rough spots to a smooth and level surface.

### No. X30. WINDOW LETTERING.

Showy Signs, Aluminum bronze work, Blending, etc.

How to make a durable size for window work with valuable suggestions.

### No. X31. SHOW CARD PAINT, Mixing Colors, etc.

What to use for easy and smooth lettering.

How to mix, economical method for best results with table of colors.

### No. X32. BRUSHES and LETTERING PENCILS.

What kind and sizes to use for card and sign work.

Best and cheapest lettering pencils with the REQUIRED ELASTICITY.

How to keep them in good order, etc.

Price per Number, 10c each, postpaid.



**No. X33. RAISED LETTERING.**

How to begin work.

Position, essential strokes.

What to do and what not to do.

**No. X34. RAISED LETTER WORK.**

Explicit directions for mixing lettering compound.

How to make white or colors.

How to keep compound in good working order for smooth and solid lettering.

**No. X35. RAISED LETTER WORK.**

The AIR PENCIL, and how to make it, with full directions in detail, articles can be had at any druggist's or hardware store at small cost.

How to fill the Air Pencil with lettering compound.

Easy and rapid methods.

**No. X36. RAISED LETTER WORK.**

Bronzing and flitting on black or colored card-board.

How to apply Gold and Silver Bronzes, Diamond Dust, metalices and flitters of all colors.

Directions for a superior water proof lettering compound accompanies this number.

In all orders plainly state name and number desired.

Remit by stamps or money order.

Orders promptly filled by return mail.

**PRICE PER NUMBER, 10c EACH—POSTPAID.**

**W. A. THOMPSON,**  
Pontiac, Mich.



In the illustration to the right we present a few ordinary Sign Cards in Raised Letter Work, executed with the Air Pencil in White, Crimson, Silver and Gold Lettering. The illustration shows the general outline of Raised Lettering but it is impossible to reproduce the harmonious blending of colors by the photographic process.

This class of Sign Card Work is very Rapid and easy to learn. IN ONE WEEK'S PRACTICE of spare time you can reproduce any or all of the above specimens, in fact, a much larger variety. With our outfit you are at once enabled to do very creditable work, and with each hour's practice find your self acquiring a skill gratifying in the highest degree. The work is in great demand in every city, town and village at prices that pay handsomely. Business men in every line are now using Show Cards, Advertising Sign Cards, etc.

Raised Letter Work is very simple and Art in itself, mechanically executed with ease and rapidity without any previous experience in sign or show card painting. It is clean and pleasant work, no paints used or odors to inhale.

Plain lettered Card signs sell from 15c to 25c each, actual cost of production from 1c to 3c. Elaborate styles with Diamond Dust, Flitters, etc., in Gold and Silver Lettering, sell from 20c to 50c each; cost of production from 2c to 6c each.

Everything exactly as represented. Outfit complete as shown in illustration sent prepaid for \$2.00. Orders promptly filled. Remit by registered letter, postal order or express money order.

Your orders will have prompt attention.

Address, W. A. THOMPSON,

Pontiac, Mich.





Note carefully the contents of above outfit. With this outfit any one can by home practice become an expert in this line of work, and at a fraction of what is generally expended by beginners without a ready method of proper instruction.

# Raised Lettering

For Novelty Signs and Show Cards.

This lettering is made in any plain color, or in silver and gold bronze, metallics, flitters, diamond dust, etc., on wood, cardboard, glass, etc., and presents the appearance of fine embossed lettering, but in greater relief and much more attractive.

In producing this style of work the operator simply manipulates the AIR PENCIL as he would an ordinary pen or lead pencil, the raised work or lettering being produced wholly by the pressure of the Air Pencil in the hand of the operator. Fine Raised Script Work, Designs, Etc., can be produced in the same way.

The work is very fascinating and executed with ease and rapidity. It is a money maker from the start. Outside of lettering Sign Cards, etc., the work can be made very profitable in ornamental decorations for the home. Flower pots, vases, panels, picture frames, etc., can be decorated in relief with leaves, flowers, scrolls, and other designs with the MOST SATISFACTORY RESULTS IN A VERY SHORT TIME.—See outfit:

**OUTFIT INCLUDES**—One Air Pencil; One Package of Lettering Compound; One package of Diamond Dust; Three packages of Flitters—gold, silver and crimson; Alphabet Chart, Large and Small Letters, with set of Figures, and four Numbers, viz: x33, x34, x35 and x36, giving full instruction for Raised Letter Work—everything in detail and of practical value.

**OUTFIT COMPLETE, \$2.50, PREPAID.**

Materials for preparing lettering compound can be obtained in any locality at a cost of from 3 to 7 cents per pound.



**MERCHANTS  
WANT  
UP-TO-DATE  
CLERKS.**

**Learn and  
Prosper** 

Would you like to have from \$3.00 to \$4.00 per week added to your salary? You can do it by learning Show Card Lettering. Good show card writers are always in demand. They have no "dull season." It comes among the branches of the advertiser's art, and is recognized as a distinct field for either men or women. The demand is practically unlimited. The profession is a pleasant and honorable one; is remunerative, not over-arduous and is mentally broadening. Rapid and ornamental Lettering is to-day a recognized business necessity and a valuable accomplishment for any young man, clerk or window trimmer to possess.

**DO  
YOU  
WANT  
A BETTER  
POSITION  
???**

## Knowledge that Pays.

IT pays to take as much interest in your employer's business as if you were working for yourself.

It pays to be conscientious in trifling things. The sun of life is, for the most part, made up of trifles, and success or failure generally turns on something that at the moment seemed a trivial thing.

It pays to learn everything that you can that has a bearing upon your occupation. The more you know the better you will do.

A business man was remonstrated with upon one occasion because he paid such a high salary to a certain clerk in his employ. His reply was: "I care nothing about the salary I pay him, that is not the question. That man is making a better profit to me than men to whom I pay only half of his salary. It is the profit I make, not the amount of salary I pay that interests me."

That answer explains the situation thoroughly. In these days of such sharp competition there is a universal demand among merchants for up-to-date services, and an excellent opportunity for thoughtful and energetic clerks to increase their earning capacity by fitting themselves for the best and most desirable positions.



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